RUARY 23, 1948 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

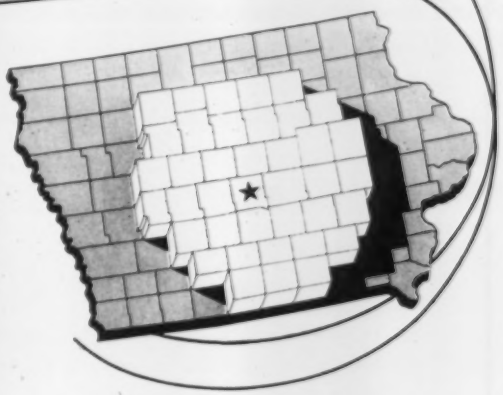
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES — THE FARMER-STOCKMAN

LIFE GUARD
IT TAKES MORE THAN POWER
(which we have!)
to attract and hold an audience!
TAKE THESE 39 IOWA COUNTIES, FOR INSTANCE
J. JEFFERSON MACHAMER

IN RADIO as in everything else, skill, showmanship and know-how must be coupled with power.

Take the massive block of 39 Iowa counties at the right—nearly 40% of all counties in the State. It is "served" by dozens of stations. Yet the 1947 Iowa Radio Audience Survey shows that in those 39 counties, from 5:00 a.m. through 6:00 p.m., *WHO's average percentage of listening is actually 62.2!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming —Outstanding Public Service.* Write for Survey and see for yourself.



WHO

+for Iowa PLUS+

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President • P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

In Detroit . . . it's

WWJ—The Detroit News

FIRST in PUBLIC SERVICE features for more than 27 years . . tirelessly working in the public interest, constantly retaining community confidence.

TOPS in TALENT . . . with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

FOREMOST in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers . . . adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ AM-FM

Basic NBC Affili

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

The Yankee Network helps in launching

The Yankee Friend Ship

OF THE BOSTON CHAMBER OF COMMERCE

MICHAEL KELLEHER, *president of the Boston Chamber of Commerce, issued the following statement, following the air rally: "It was most thrilling to sit in the studio and watch the result of the broadcast deluge two dozen clerks. Our greatest thanks to the Yankee Network and its entire staff for the magnificent effort in behalf of a great cause."*

With a gigantic one-hour and forty-five minute air rally — 11:15 P.M. to 1:00 A.M. — January 2, The Yankee Network was instrumental in loading the Boston Chamber of Commerce sponsored Yankee Friend Ship with food, clothing and supplies (from tea bags to Ocean Spray Cranberry Sauce . . . from cigarettes to lumber) for the needy people of Scotland.

The clergy of all denominations participated in the rally, with Yankee's headline entertainers putting on a rousing Scotch program.

From all New England and as far as Newfoundland, Yankee's good neighbors responded immediately to the appeal on behalf of their neighbors across the sea, flooding Yankee's switchboard with offers of food, clothing and household goods.

The extra cargo, received from this radio rally, carried with it the goodwill and friendship of the vast listening audience of The Yankee Network's 23 home-town stations.

On January 7, when the Friend Ship sailed for Scotland, Yankee aired the sendoff, including interviews with Governor Robert F. Bradford of Massachusetts, and Michael T. Kelleher, president of the Boston Chamber of Commerce and leading promoter of the Yankee Friend Ship plan. . . . And then, on February 3 — in a special program featuring Sir Harry Lauder, Arthur Woodbury, Scotland's Secretary of State, W. Nelson Bump of American Airlines, and Kelleher — Yankee broadcast the entire ceremonies, with on-the-spot commentary by Arthur Mann, Yankee-Mutual overseas correspondent, as the Yankee Friend Ship docked at Glasgow.

His Excellency, ROBERT F. BRADFORD, *Governor of Massachusetts, aboard the Yankee Friend Ship, thanks the Yankee Network's loyal listeners for one of New England's greatest demonstrations of goodwill and friendship.*

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

NAB's Standards of Practice may emerge from board meeting this week with entire first section missing. Section covers general standards for all programs. In its place would be brief creed and preamble, should board accept proposal of its code subcommittee.

NBC PRELIMINARY feelers to affiliates propose TV option time segments on same basis as regular network: 10 a.m. to 1 p.m., 3 to 6 p.m., and 7:30 to 10:30 p.m., local time. Stations would get 30% of their TV network rate, whether film or coaxial, with network and stations splitting transmission costs.

NBC has commitments for network affiliation with more than 40 television applicants.

BY MARCH 1 FCC's new chief engineer should be on job. Absence of Comr. E. M. Webster, who returns this week from London safety conference, delayed naming of successor to George E. Sterling, who was elevated to Commissioner last month. New chief may be selected from among: Acting Chief Engineer John A. Willoughby; A. L. McIntosh, 33-year-old chief, Allocation Treaty Division; Assistant Chief Engineer Marion H. Woodward (Common Carrier Division); Curtis B. Plummer, Chief, Television Broadcast Division, and Col. Edwin L. White, Chief, Aviation Division. If fight develops, FCC may go outside Engineering Division for new chief.

MORE AND MORE thought is being given by FCC to time sharing, possibly on temporary basis, in TV to alleviate congestion already evident [BROADCASTING, Feb. 16]. Telecasters in major markets don't like it but some apparently are becoming reconciled until "upstairs" channels, above 400 mc, become workable. No applicants yet filed for sharing, and FCC probably won't act until specific proposal is advanced.

FORD MOTOR Co. and Wisconsin and Milwaukee Ford dealers will jointly sponsor Milwaukee Brewers' 77 home games over WTMJ-TV. Transaction, now in final stages, involves about $27,000 for video time and facilities alone. Figure does not cover announcers or construction costs for pickups.

NOV. 14-20 likely date for National Radio Week, right after election and before Thanksgiving holiday. NAB and RMA Joint Committee slated to confirm date at mid-March meeting in Washington. Surprising success of high school *Voice of Democracy* contest insures repetition of event on larger scale.

DON'T BE surprised if NAB shortly unveils plan to aid members in tapping rich new source of revenue. Underway for some time, program involves big business use of radio as public relations medium on community level. Possibilities for time sales in both local and national field will be worked out in detail with

(Continued on page 90)

Upcoming

Feb. 23-24: Western stations Trans-Canada and Dominion networks meet with CBC, Hotel Palliser, Calgary, Alta.

Feb. 24-26: NAB Board of Directors, The Homestead, Hot Springs, Va.

Feb. 26-March 2: Annual Radio Conference, U. of Oklahoma, Norman and Oklahoma City.

Feb. 27-28: AWB 12th District meeting, Biltmore Hotel, Oklahoma City.

Feb. 27-28: Louisiana Assn. of Broadcasters and Mississippi Broadcasters Assn., joint meeting, International House, New Orleans, La.

(Other Upcomings on page 81)

Bulletin

SALE of KFVD Los Angeles to Wesley I. Dumm for $395,000, subject to FCC approval, reported by Frank Burke Sr., who, with family, owns station (1020 kc, 5 kw, limited to KDKA Pittsburgh). Mr. Dumm heads KSFO San Francisco and KXA Seattle, has minority interest in KXLA Pasadena, and is licensee of KWID and KWIX, international shortwave stations in San Francisco. He also heads Universal Recorders and Universal Research Labs., Hollywood. Since Universal Recorders already has ample studio facilities in Hollywood, station may be moved there.

Business Briefly

MAGAZINE SPOTS ● Newsmagazine *Tim* turns to radio in test campaign to promot small town sales. Started Feb. 19 using fou spots Thursdays and Fridays on six station for three weeks through Young & Rubicam New York. Stations are KABR Aberdee S. D.; WGIL Galesburg, Ill.; KYSM Mankat Minn.; KMMJ Grand Island, Neb.; KFB Great Falls, Mont.; WCAX Burlington, Vt.

RUG CAMPAIGN ● Alexander Smith Carpe Co., Yonkers, N. Y., will sponsor one-minut and 15-second transcribed spots on 50 majo market stations for broadcast five times weekly effective Feb. 23 for 13 weeks. Advertiser's successful test spot campaign of 1947 inspired expansion. Agency, Anderson, Davis & Platt New York.

SEEKS MARKETS ● Bristol-Myers, Ne York (Sal Hepatica) looking for availabilitie in four or six major markets for 26-wee campaign starting in March through Young & Rubicam, New York.

SPOT SERIES ● Rosedale Knitting Co. Reading, Pa., through Duane Lyon Inc., Ne York, to use three participation spots weekly on women's programs in 16 cities, for 13 weeks starting March 1.

REGIONAL TEST ● John Alden Tobacc Co., New York, plans regional radio, through Kenyon & Eckhardt, New York, in test.

Bands Assigned for Intercity TV Relays

FIRST PROVISION for operation of intercity television relays by broadcasters was made by FCC Friday in allocations report specifying three bands to be used—temporarily and secondarily—for that purpose.

Bands are 1990-2110 mc; 6875-7125 mc; 12,700-13,200 mc. They were allocated "primarily for television pickup and television STL purposes and secondarily for intercity television relaying purposes on a basis of noninterference to the primary service." Their use for relaying will be "purely temporary," until "such time as permanent common carrier facilities are generally available."

FCC reaffirmed its belief that "requirements for theatre television are still not sufficiently clear to indicate the need for a specific allocation for its exclusive use at this time." FCC voiced opinion, "from information now available to it, that a large part, if not all, of the functions required by theatre television should be handled by stations authorized to operate on frequencies allocated to the use of communications common carriers."

Commission also rejected Raytheon Mfg. Corp.'s proposal that 3700-3750 mc or 6500-6550 mc be allocated non-exclusively for FM studio-transmitter links.

Several television broadcasters have advocated allocations to permit private intercity video relaying, and retention of relaying and pickup systems operating between 1295-1425 mc. Two companies, General Electric and Philco, have systems in operation under experimental grants. GE is relaying programs from New York to Schenectady using 180-mc area; Philco is operating New York to Philadelphia in 1300-mc band. FCC authorities said they will be required to shift to new designated frequencies "in due time."

FCC said "amount of intercity televisi relaying that may be accomplished [under new allocation] depends largely upon the ingenuity and cooperation of the televisi industry in making the most effective use of frequency space available." It said that "to the extent there may be frequency time available for such non-common carrier intercity relaying on a basis of non-interference to pickup and STL service, the Commission intends to assure that an equitable apportionment of such frequency time will be made available to each of the television broadcaste desiring such service."

Report cautioned that "broadcasters who venture into the business of relaying televisi programs in these frequency bands should plan to amortize their investment at the earlie possible date."

WSIX does the job

Sales results are usually the final proof of correct media selection. So it's natural that one leading packer would renew a strip of quarter-hour shows on WSIX, only if sales justified it. And one leading meat packer has used WSIX for effective coverage and sales in Nashville's 51-county retail trade area for over nine years. And dozens of other national, regional and local advertisers have been counting on WSIX year after year. That's proof enough that WSIX does the job!

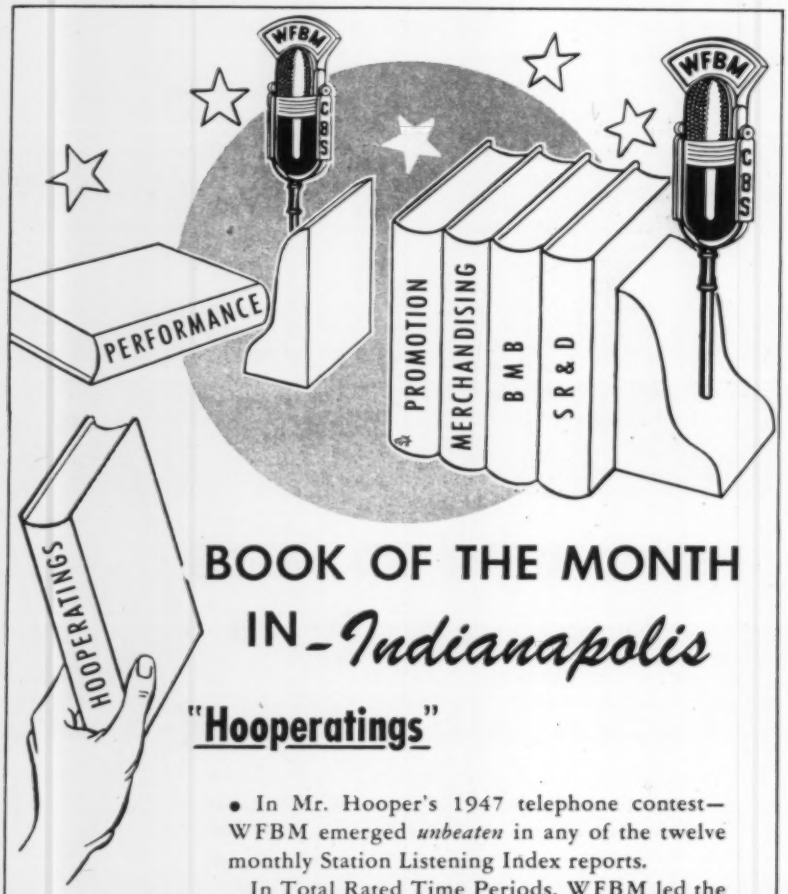
5000 WATTS · 980 KC
AMERICAN

Coming Soon!
WSIX – FM

Represented Nationally By
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy



BOOK OF THE MONTH IN *Indianapolis*

"Hooperatings"

• In Mr. Hooper's 1947 telephone contest—WFBM emerged *unbeaten* in any of the twelve monthly Station Listening Index reports.

In Total Rated Time Periods, WFBM led the other three network stations in Indianapolis by wide margins most of the time. That's month after month—season after season—winter, spring, summer and fall . . . a complete YEAR!

Of course, Mr. Hooper polled only Indianapolis. But—if you'd dig for facts about *the rest* of the Central Indiana audience, you'd find—among reported Indianapolis stations—Broadcast Measurement Bureau gives WFBM *the lion's share of that, too!*

If you're after EARS—we think you'll get two on more heads in Central Indiana if you radio-advertise on WFBM.

PLUS FACTORS are low-cost-per-listener, intensive promotion, consistent merchandising and dependable performance.

WFBM is "First in Indiana"—any way you look at it!

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

CBS to Build Largest Video Studio Plant ... 14
TV Fastest Growing '48 Industry—DuMont ... 15
Liggett & Myers Changes TV Baseball Format ... 15
Monthly Video Set Output Hits New High ... 15
Wings Shirts $300,000 Budget to Radio ... 16
Hoffman Quizzes Kerner on Petrillo Acquittal ... 16
Bus Rides to Music FM Potential ... 17
Tidewater Non-committal on Plans ... 17
NAB Head Asks Uniform Time Law Action ... 18
Steel Firm Uses Radio to Build Good Will ... 18
FMA Region 3 Wants FM in All Sets ... 19
UNESCO Report Plan Implementation Studies ... 20
Ontario Leads in Canada Radio Homes ... 75
FCC Approves Five AM Station Transfers ... 82
FCC Refuses to Modify 1490-kc Case Issues ... 82
Civic Group Representatives Testify on WBAL ... 84

DEPARTMENTS

Agencies ... 54
Allied Arts ... 66
Commercial ... 44
Editorial ... 48
FCC Actions ... 58
Management ... 42
News ... 50
Open Mike ... 36
Our Respects to ... 48
Production ... 62
Programs ... 52
Promotion ... 56
Sid Hix ... 18
Sponsors ... 67
Technical ... 64
Upcoming ... 81

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

George L. Dant, *Adv. Production Manager;* Tom Stack, Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Warren Sheets, Chapalier Hodgson, Jeanette Wheelock, Elaine Suser.

PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor,* Ann August.

TORONTO BUREAU

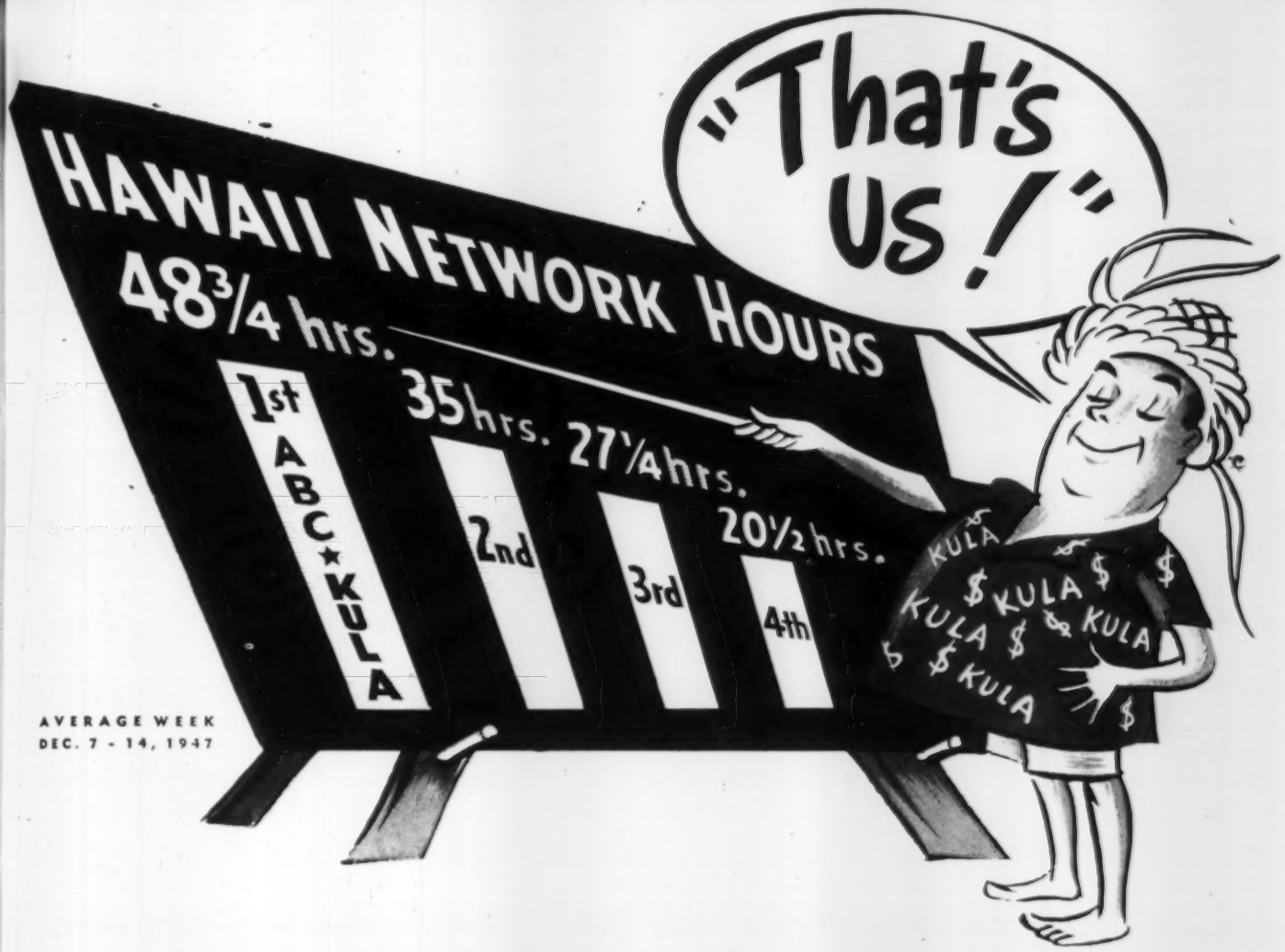
417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager.*

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY



MORE NETWORK PROGRAM HOURS THAN ANY OTHER STATION IN HAWAII!

And that's important because people listen to *programs* . . . not to stations! This means people listen to *network* programs for they are the finest productions. KULA leads the field in network hours in the Hawaiian market with a total of ninety-three outstanding, A.B.C. programs . . . a total of forty three and one-half hours weekly! Through quality programming KULA has gained listener confidence . . . a relationship that will sell your product quickly . . . economically.

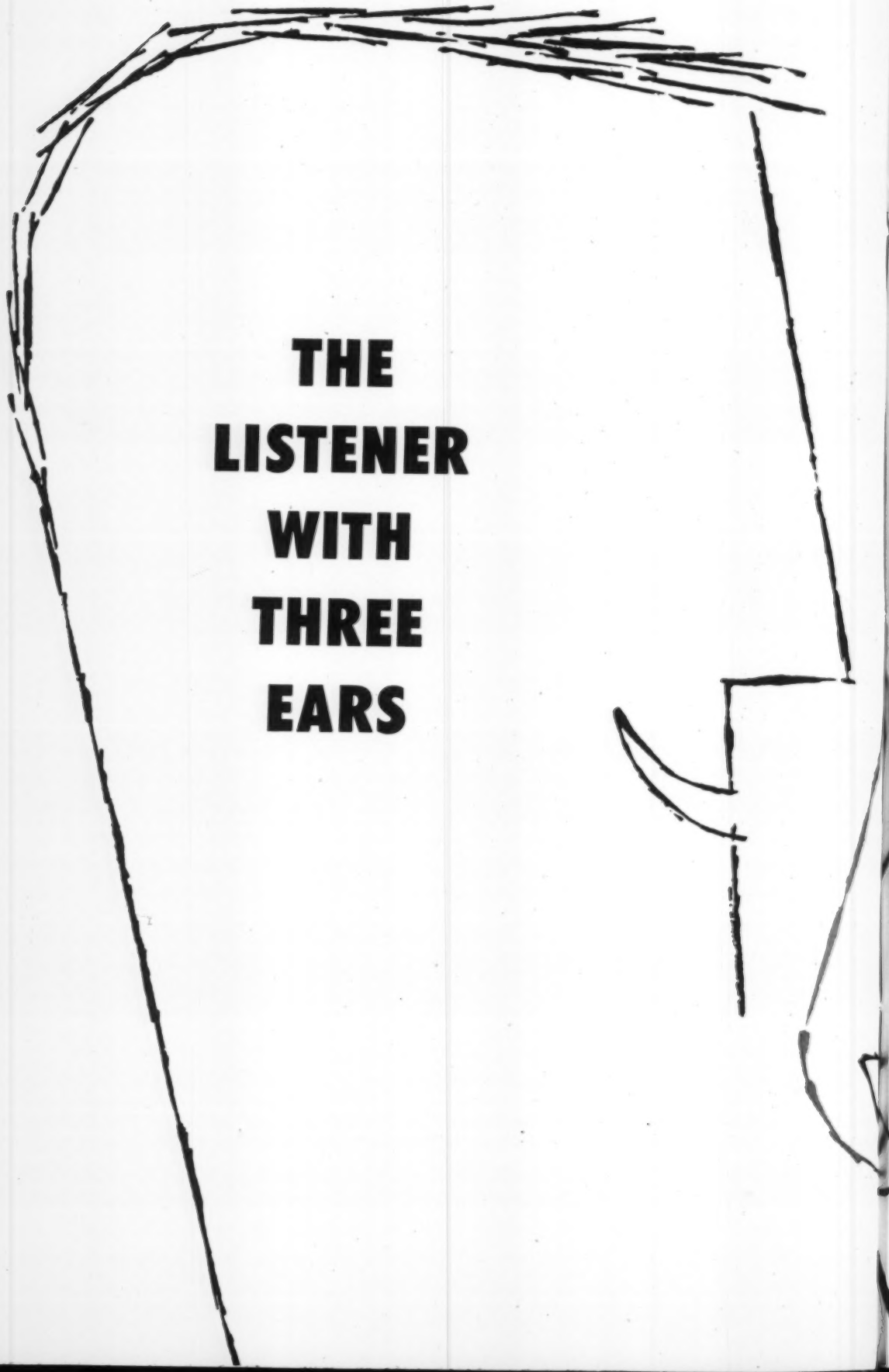
KULA 10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



THE LISTENER WITH THREE EARS

What does "the best" in Radio mean to *you?*

Well...with which ear do you measure Radio: with a listener's? an advertiser's? a critic's?

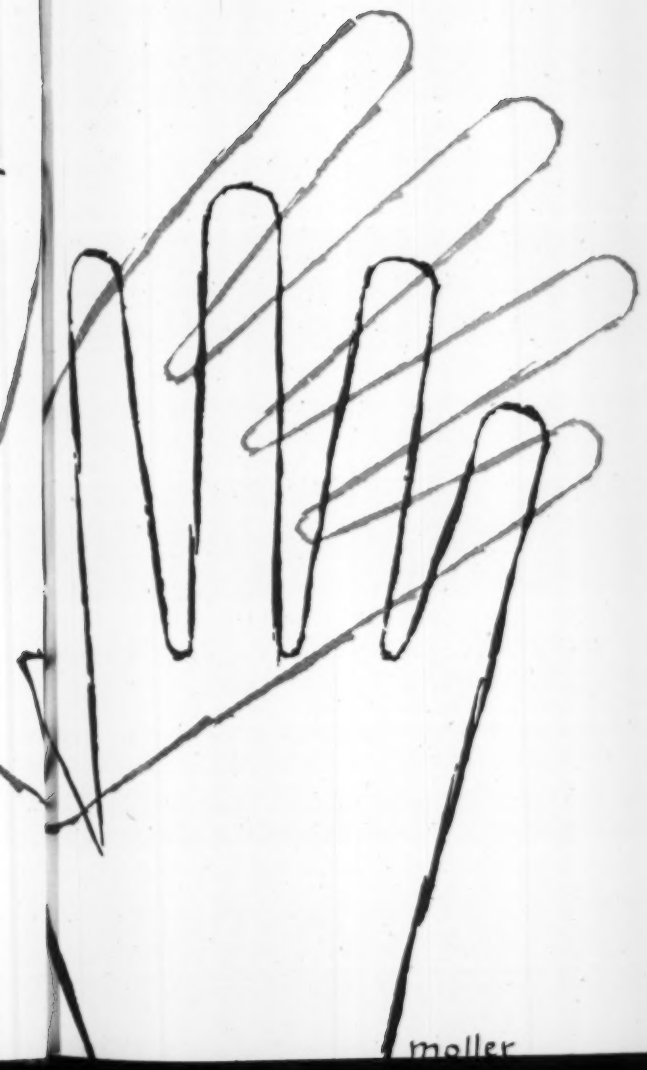
TO THE EAR OF A LISTENER the best in Radio is—simply enough—programs that *please* most.

TO THE EAR OF AN ADVERTISER it's programs on the network reaching audiences at *low* cost.

TO THE EAR OF A CRITIC it means programs of the greatest public good.

It is with these three ears that America has judged Radio from the beginning.

And to *all* three... CBS CLEARLY IS THE MOST EFFECTIVE NETWORK IN RADIO TODAY.



In programs that please most...

The NEW YORK TIMES tells the story in ten words: *"In original programming, CBS is far and away the leader..."* Certainly, anyone looking for a better program finds the new CBS-produced popular programs like Arthur Godfrey's *Talent Scouts*, *My Friend Irma*, Abe Burrows, *Suspense*, *Studio One* already in the record—with many more available from the CBS Program Department: largest in all Radio, acknowledgedly most successful.

In programs that deliver most...

The most comprehensive audience-measurements in Radio show that *CBS delivers its large audiences to advertisers at LOWER costs than ANY other network.* In the last full season of broadcasting, the other three networks averaged only 82% of CBS' efficiency in the evening and 77% of CBS' efficiency in the daytime *in delivering audiences for each dollar of time AND talent costs.* (Full details are available.)

In programs that serve most...

CBS leadership is found in the creative vigor of its Documentaries like *"The Eagle's Brood," "CBS Is There," "Fear Begins at Forty"...* in the maturity and scope of its News broadcasts... in the complete range of its Public Affairs broadcasts.

Here CBS again, in making great *Radio* out of great subjects, is *"far and away the leader"*— just as CBS leads all networks in advertising efficiency.

COLUMBIA BROADCASTING SYSTEM

—where 99,000,000 people gather every week

Established 1936
EASTON, PA.

Sales High
WEST
Rates Low

REPRESENTED BY
ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles
NBC AFFILIATE

A STEINMAN STATION

Feature of the Week

THE MERGER of the managers of WING Dayton and WIZE Springfield, Ohio, will take place on Feb. 25. Application for license already has been filed by Ad Kearns, manager of WING. He made it official by posting a diamond ring with the manager of WIZE, Flo Dykstra, last Christmas Eve.

And to top the proposal offer, on the first of the year Mr. Kearns took over Miss Dykstra's job as manager of WIZE. He also retains managership of WING. Miss Dykstra, however, in addition to taking over new duties as Mrs. Kearns as of Feb. 25 has been named national sales representative for both stations.

Now that Ad Kearns has taken over Flo Dykstra's office, a notable change has taken place in the interior of the office. A picture of Ad which was prominently displayed has disappeared and in its place there is an even larger picture of Flo.

Mr. Kearns and Miss Dykstra

* * *

On All Accounts

JOHN SCHNEIDER, account executive with the Kudner Agency, New York, has been described as a man who, if you give him an inch, will take a yard-stick. At any rate, it was his brilliant talent for measuring and analysis that turned his career into its present channel.

However, Mr. Schneider's early career gave little evidence of the direction it was to take later. When he was an undergraduate at Dartmouth the only thing he had occasion to measure was the distance between the kitchen and dining room of the local inn where he worked as a waiter. Upon graduation he took away, besides a pair of dishpan hands, a degree in sociology and numerous credits in journalism.

JOHN

Obviously a diploma fitted him for other things than a job as a waiter, so he took a position as delivery boy in a grocery store after a brief wrestle with insurance. It was a large chain store and Mr. Schneider soon bucked his way to clerk and was gunning for a post in product merchandising when drama entered in the form of a drama critic—John Anderson, of the New York *World Telegram*, a friend of Mr. Schneider who introduced him to Arthur Kudner, then president of Erwin, Wasey & Co.

Mr. Kudner was looking for a bright young lad to formulate a comparative analysis survey for the Goodyear Tire & Rubber Co. The survey and Mr. Schneider proved so successful that when Mr. Kudner left Erwin, Wasey to organize his own agency in the fall of 1935, Mr. Schneider went along as assistant account executive on the National Distillers account.

His rapid rise there may be gauged by the accounts he was quickly called upon to assist in handling. These included the Assn. of American Railroads, Litt Industries, Pan American Coffee, Fisher Body and many others.

With the start of the war Mr. Kudner loaned his young prodigy to the New York War Bond Drive where, with two other advertising men, he conducted the entire campaign. But in 1942 he forsook his blue serge for a herringbone twill as buck private in the U. S. Army. At his separation in 1946 he was captain and senior aide to Maj. Gen. John L. Homer, deputy commander of the Panama Canal Dept.

After the war Mr. Schneider returned to the agency and soon was named account executive on the Texas Co. account. The radio billing of that account is said to be over a million and a half a year. Advertiser is currently sponsoring the Tony Martin show on ABC and the Gordon MacRae program on CBS. In addition to handling the radio advertising of the Texas Co., Mr. Schneider is account executive on Swank Inc.—men's accessories.

John Schneider, blue-eyed, blonde and husky 37-year-old bachelor, lives with his family at Bedford Park, N. Y. He is a member of the New York Athletic Club, where he indulges in handball and squash. He plays golf in the 90's and is a theatre fan.

North Carolina Is The South's No.1 State and North Carolina's No.1 Salesman is

WPTF
680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina
FREE & PETERS, Inc., National Representatives

"RETAIL SALES exceed One Billion Dollars in 78 counties where WPTF has 50-100% BMB penetration. 2,876,500 people live in this primary market." Richard Mason, Manager

WISH's 8 steps to results!

WISH MERCHANDISING BUILDS LISTENERS TO YOUR PROGRAM

This 8-point WISH merchandising program is complete. Built to build listeners for your programs, it is in operation 52 weeks each year and it works regularly for WISH time buyers for the full life of their contracts. That it has paid off for both station WISH and its clients is proved Hooper-wise by the fact that our LOCAL ratings on ABC shows are consistently higher than national ratings on the same programs.

Regular brochure reports of what is being done continuously throughout the year to promote the program are sent regularly to the client or advertising agency to complete the WISH merchandising plan.

1. STREET CAR CARDS

Two complete showings on every vehicle operated by the Indianapolis Street Railway Company. Over 500 vehicles carrying new messages each month.

2. STREET CORNER CARDS

450 busy street corner, 2 color posters, advertise your programs, the time and station with copy changes every 2 weeks.

3. NEWSPAPER ADVERTISING

More newspaper lineage is carried by station WISH than the combined total of the other three stations in Indianapolis. (Two of which are owned by local newspapers.)

4. DIRECT MAIL

WISH creates and mails first class letters to the trade, jobbers, wholesalers, chain offices and retail outlets, WITHOUT COST to advertisers using a sufficient schedule.

5. SPOT ANNOUNCEMENTS

WISH sets aside, each week, a certain number of spot announcements for promoting your programs.

6. OUTDOOR POSTERS

Outdoor advertising, posters at fairs and public affairs is an important part of the WISH program for gaining listeners for your program.

7. STORE DISPLAYS

Product and program displays are prepared by WISH in retail outlets wherever and whenever a tie-up of name and program is possible for promoting both.

8. PERSONAL CALLS

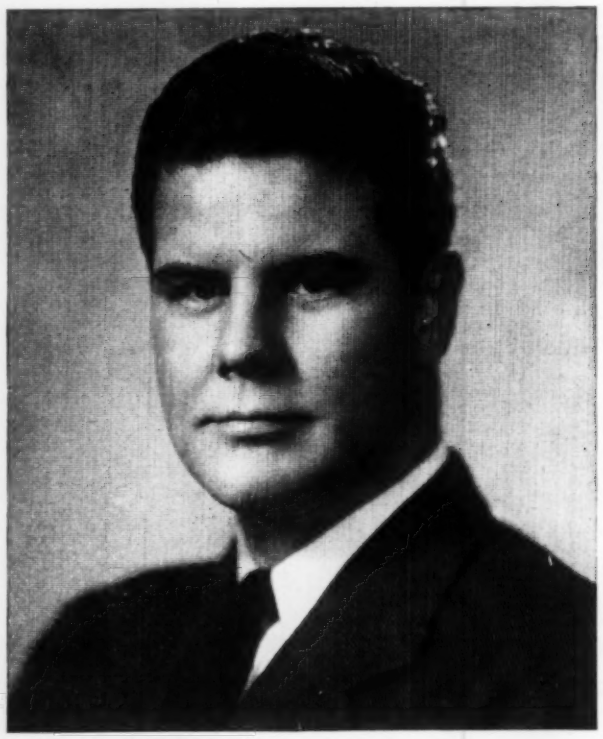
An experienced member of the WISH merchandising staff is available at all times to call on the trade, make surveys or to promote WISH programs.

WISH
Indianapolis

FREE & PETERS, INC., Exclusive National Representatives

THE STATION THAT NEVER OUT-PROMISES BUT ALWAYS OUT-PERFORMS

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE



Four years, Northwestern University
One year, Ketterlinus Litho. Co.
One year, free-lance advertising
Eight years, Eastern Airlines
Free & Peters (Chicago Office) since June, 1947

He'll "buzz you", sure—

JOHN A. GRANDLAND!

After you've spent eight years in airline management work, handling every kind of emergency from ground loops to air-sick royalty . . . well, Bud, after *that* you can handle anything! So when John Grandland told us he wanted to get back into advertising, we grabbed him with a whoop and a holler.

Yes, because every day brings us *our* emergencies, too. Prospective radio advertisers who need complete station comparisons in perhaps a dozen cities—*yesterday*; agencies who must clear time on a big station list by tomorrow noon; customers who want to know what competition did *today* in every market we serve. . . .

Emergencies are our dish because we have the men and the facilities to handle them. What can we do for you? Whatever it is, we'd like a chance to prove our competence, here in this group of pioneer station representatives.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI

TELEVISION:

ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 34, No. 8 WASHINGTON, D. C., FEBRUARY 23, 1948 $7.00 A YEAR—20c A COPY

2% BATTLE FLARES

Radio Snaps Back at 4A Charge

LONG-RANGE radio-agency battle over the 2% cash discount, quiet for nearly a year, broke out again last week.

The fight was revived when American Assn. of Advertising Agencies, which last year conducted an intensive campaign throughout the industry for its 2% discount, charged that refusal of a majority of stations to grant it is "the principal danger spot in the advertising picture."

This loading of all blame for advertising ills on radio's shoulders brought quick reply from the industry.

Eugene S. Thomas, chairman of the NAB Sales Managers Executive Committee and sales manager of WOR New York, declared the situation doesn't warrant any such severe terms. The committee, along with the NAB board, has declined for many years to endorse the AAAA 2% discount plan.

"The SMEC carefully studied the AAAA proposal in January 1947," Mr. Thomas said. "After hearing an AAAA delegation for a half-day, the committee went into every angle of the situation. It failed to see any need for the discount and declined to grant the AAAA request that a favorable recommendation be made to the NAB board. The committee did not feel a 2% discount would be to the best interests of the broadcasting industry.

"The committee has received no communication from the AAAA that it desires to discuss further the matter of the 2% discount."

Mr. Cornelius

Frank E. Pellegrin, NAB Director of Broadcast Advertising, said the committee and board have felt that the relation of the agency and its client is their business, and not that of the station, referring to the AAAA argument that the agency needs the discount in collecting from the client.

He said the board definitely turned down the AAAA appeal two years ago and added that nothing has occurred since that action to create need for a change in policy.

Mr. GAMBLE

Mr. THOMAS

"Some stations have pointed out that if they gave away 2% of everything, there wouldn't be any profit," he said in reviewing a station survey on the subject taken about a year ago by NAB. "Many of the NAB district and area conventions and the Small Market Stations Executive Committee also have opposed the discount."

Informal comment among broadcasters revealed resentment that AAAA had placed on radio's shoulders all the blame for any soft spots in the advertising financial structure.

"I don't see any shaky situation," said one broadcaster who preferred not to be quoted. "Relations between sponsors and broadcasters have been most healthy. Why should we grant a discount merely so an agency can have an easier time collecting from its client? The agency tells us it is the principal in the contract, so we must surrender our right of subrogation and cannot collect from the sponsor if the agency goes broke. Yet the agency then comes to us and asks for the discount, with all its bookkeeping difficulties.

"When AAAA claims that it has overwhelming majorities in other media paying a 2% discount, it should break down the figure by billings. In newspapers, for example, the overwhelming majority only comprises half the total billings."

Gamble Statement

Statement that radio is the principal danger spot was made by Frederic R. Gamble, AAAA president, in a report to the association's Feb. 17 board meeting.

The reason for this, Mr. Gamble said, is that "so many broadcasters have still made no move to endorse the (2%) discount." He added that there have been numerous credit losses in radio recently, notably in southern California.

The board, he said, reviewed cash discount developments during

(*Continued on page 89*)

LIBEL CLARITY ASKED

NAB Seeks Hearing

A GENERAL HEARING on stations' responsibility under the law on political broadcasts—Sec. 315 of the Communications Act—loomed last week as a likely development in FCC's widely challenged "Port Huron decision."

That course was proposed to the Commission by NAB as a substitute for the proposed decision in which FCC wrote its views on the vital political question while passing on the renewal application of WHLS Port Huron, Mich. [BROADCASTING, Feb. 2].

Under the NAB recommendation, filed Wednesday, WHLS would get the renewal anticipated in the proposed decision. But the grant would be issued by simple order rather than a decision containing findings and conclusions applicable to all broadcasters.

First reaction of FCC authorities favored this plan, which reportedly was the subject of advance discussions between NAB and FCC counsel. Commission officials had indicated earlier that they would be receptive to suggestions whereby broadcasters in general might offer their views on the political question [CLOSED CIRCUIT, Feb. 16].

Mayflower Hearing March 1

If FCC grants NAB's petition, it will face two major hearings on essentially programming questions which originated by issuance of so-called dicta in favorable decisions. Already scheduled for March 1 is the hearing on the seven-year-old Mayflower decision, which forbade stations to editorialize.

It did not appear likely that a general hearing on the principles of the Port Huron decision, if one is called, could be held before late spring. That it should come in time for a decision well in advance of the November elections was emphasized particularly by broadcasters who have professed consternation as a result of FCC's proposed decision.

The Mayflower hearing with some 60 witnesses already scheduled, will run March 1-5, inclusive, according to present Commission plans, and then will be recessed to resume probably on April 8 or 15. "Arrangements will be made to accomodate NAB witnesses thereafter," FCC said in explaining its inability to grant the NAB petition for continuance of the hearing from March 1 to April 15 [BROADCAST-

(*Continued on page 86*)

CBS VIDEO

Construction to Commence On Largest TV Plant

By BRUCE ROBERTSON

CBS is beginning construction "immediately" of the "largest television studio plant in the United States—and I guess with American leadership in this field, that means in the world," CBS President Frank Stanton announced last week to a gathering of some 75 reporters in the network's video studio quarters at 15 Vanderbilt Ave., New York. Move is a major step toward the CBS goal of building a nationwide video network, he said.

Total layout of studio and associated space will comprise more than 700,000 cubic feet, will cost CBS "several hundred thousand dollars" to construct, Mr. Stanton said, declining to make the money estimate any more specific. Plans call for two master studios, each 85 by 55 feet with potential ceilings of 45 feet for flying scenery, props, etc. Each studio will have its own control room, to measure about 35 by 50 feet, "larger than most full television studios today," he added.

Space Involved

The new studio space will embrace that used by CBS up to last spring when the network discontinued all studio video shows to concentrate on "actuality" broadcasts of sports and special events from Madison Square Garden, Ebbets Field and other pickup points away from the studios. It will also include the offices of the network's video executive personnel which now fringe the studio space, which will be moved to other quarters. CBS hopes to begin televising programs from one of the new studios in April, while construction is still under way, Mr. Stanton said, adding studio programs of all types to its present "actuality" schedule and expanding its operating schedule from five to seven days a week by midsummer.

Describing the creation of a nationwide video network as the CBS "primary television interest," Mr. Stanton said: "The new CBS studio facilities are intended to increase the scope and variety of programs to be fed to its television affiliates so that those stations in communities with limited sources of television talent and program material may benefit from the vast entertainment, cultural and news resources of the New York area.

"We believe," he continued, "that helping new stations to build their audiences more quickly will shorten their period of financial loss and television will thereby achieve a sound economic status more rapidly than would otherwise be possible.

"As broadcasters in both radio and television since their earliest days, we are fully aware that technical facilities alone will not produce interesting programs. It is Columbia's tradition to pioneer in programming and we intend to maintain that creative leadership in television. Our new facilities will provide freedom for the creative effort in studio programming which is generally accepted as one of television's most urgent needs."

Cost of Service

Commenting on the cost of this service, Mr. Stanton declared: "We mean to be tops in television and you can't do that with jelly beans." Expressing no doubt that it will be years before television will begin to pay its way, he said that every effort is being made to find new means of revenue to offset this additional expense. The recent expansion of Radio Sales operations to serve stations other than those owned and operated by CBS is one way, he said, adding that Columbia Recording Corp., a CBS subsidiary company, is also expected to increase its activities and profits. The recent transfer of Frank White, formerly CBS vice president and treasurer, to president of CRC is a step in this direction, Mr. Stanton said.

He described the new studio plans as combining the Hollywood "movie lot" principle with the advantages of a centralized location, adding that even if the future calls for "additional facilities outside the congested midtown area, we feel these Grand Central quarters will serve for such programs as can best be produced in the heart of the city."

Asked whether the new studio plans meant an end to any CBS interest in the Television City project for expansive surburban studios to be built as a joint undertaking by all New York video broadcasters, Mr. Stanton emphatically replied, "not at all." CBS is still very much interested in such a project he stated, but he pointed out that even if all the details were settled to everyone's satisfaction, which is not the case, it would take several years to develop such a property and get it ready for use. CBS would have to go ahead with its own studios for the time being in any case, he added, again stressing that "this plan does not scotch the other one at all."

CBS video network plans are limited to the eastern seaboard for the immediate future, Mr. Stanton said, with programs fed from WCBS-TV New York to WCAU-TV Philadelphia, WMAR-TV Baltimore, WMAL-TV Washington and WNAC-TV Boston. Last is the Yankee Network video station, due to take the air this spring, carrying CBS programs under a tempo-

(*Continued on page 84*)

CONTROL ROOM (left picture) of one of the projected CBS television studios has tiered operating functions for optimum visual, aural and video supervision. Elevated and at the rear are "sponsors' seats" with full view of the studio floor, the operations and the "as broadcast" show on a large screen.

OTHER END (right picture) of the studio (looking toward the control room) completes artist's sketches of CBS video studios now under construction in Grand Central Terminal Bldg., New York, where network has 700,000 cubic feet of space under long term lease for studios and associated equipment, more under option if needed. First studio is expected to be usable by April, with all work completed by summer.

FRANK STANTON, CBS President, addressing the news conference in New York last Tuesday at which he outlined his network's plans to build the nation's largest video studios.

WLWT, CROSLEY'S TV OUTLET, LISTS RATES

RATES of $250 an hour for weekday evening hours (6:30-11 p.m. and all day Sunday and of $187.5 an hour for all other hours have been announced by WLWT, Crosley Broadcasting Corp. television station, which began commercial operation this month. For times shorter than an hour between 6:30 and 11 p.m. and on Sundays the rates are: One-half hour, $200; quarter hour, $150; ten minutes, $100; five minutes, $50, and one minute, $25.

During all other hours the rates for periods shorter than an hour are: One-half hour, $150; quarter hour, $112.50; ten minutes, $75; five minutes, $37.50, and one minute, $18.75.

TV BOOM

DuMont Addresses ATS Sessions

A PREDICTION that television will be the largest growing industry in the country this year and that within five years it will be among the ten first American industries was delivered by Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, last week in an address before a luncheon session of American Television Society.

The economics of network television is the biggest problem now confronting the industry, Dr. DuMont stated, declaring that the technical problems of intercity video transmission have been solved, with either coaxial cable or radio relay providing satisfactory service. Whether AT&T's rates, to be announced April 1, will be as satisfactory as their technical service remains to be seen, he said. He cited the General Electric relay between New York and Schenectady and the Philco New York-Philadelphia relay as examples of networks operated by television broadcasters themselves and predicted that this practice may spread if the AT&T rates are too high.

Where network program service is available a broadcaster can enter television at a cost of "well under $50,000," Dr. DuMont stated. He can start out with a DuMont "acorn" package, so called because it can be expanded as the needs of the broadcaster and his community require. This unit, including a 500 w transmitter and slide and movie projector, needs only two operators and can be supported from the revenue from the commercial network programs, plus local advertising on slides or film. By adding a double-camera chain for covering local sports and other events, the broadcaster with network programs can provide service without himself going into the expensive part of television, the production of studio shows, Dr. DuMont said.

Discussing video network economics from the network angle, Dr. DuMont reported that in 1947 his organization lost roughly $1,000,000 on its broadcasting operations—WABD New York, WTTG Washington and networking programs to those stations and sometimes to stations in Philadelphia and Baltimore with an occasional program feed to Schenectady. He added that the DuMont manufacturing divisions showed a profit of about $1,750,000 for the year, more than offsetting the loss on the broadcasting end. However, he cited a growth in advertising revenue from $7,000 last June to $50,000 in December and said that the broadcasting operations may begin to break even in the latter part of 1948.

Dr. DuMont passed a question on whether video programs would ever be priced comparably with sound broadcasting shows to Lawrence Phillips, director of the DuMont network, who answered with a flat no. The greater impact of television on the viewer, he said, should make video advertising worth the extra cost to the advertiser.

Stating that reductions in video receiver prices had come from sacrificing screen size, selectivity or other qualities rather than from any real economies in manufacturing, Dr. DuMont warned the set makers against making price their sole guide. If the pictures received by the public are not satisfactory it is not going to be good for either the industry or the advertisers, he declared.

Asked about color television, Dr. DuMont said his views were much the same as a year ago when the subject was a matter of intense industry controversy: That no satisfactory system has been developed and that even if there were a satisfactory color system there is no place in the spectrum for it and the costs would make it economically impractical. The wideband requirements of color transmission would force it into the very high frequencies, he said, whose characteristics are such that good reception would be limited to 15 or 18 miles in contrast to the 45-mile dependable service area around a video transmitter in the present frequency band.

CANAL ST. tower of WWL New Orleans gave announcers vantage point for color broadcasts of Mardi Gras festivities, which brought an estimated 100,000 visitors to the Crescent City.

Video Set Output Reaches New High

January Total of 30,001 Exceeds That of Any Previous Month

NEW HIGH record for production of television receivers was reached in January by member companies of the Radio Manufacturers Assn., representing more than 90% of the total output. The TV figure was 30,001, exceeding the December figure of 29,345, despite the fact that December included five work weeks against four in January.

Output of AM-FM receivers in January dropped to 136,015 from the December total of 191,974, according to RMA, but much of this difference was ascribed to the extra

(Continued on page 74)

Television stories, on other pages, in this issue:

CBS to Build Largest Video Studio Plant 14
WTTG Gets Proof Positive 28
Ford to Sponsor Baseball Telecasts 28
TV Society Planned for Chicago 30
WPIX Adds to Its Staff 40
Potency of Video as Ad Medium Told 44
Theatre Video Code Aim of L. A. Meeting 74
WGN Chicago Furthers Television Plans 74
TV for Rochester in 12 Months Is S-C Goal 74
RCA Finds Sea Best for Reception 74
WWJ-TV Increases Rate 79
NCAA Polling Its Members on Television 81
Feb. 15 Is Cincinnati T-DAY 81
Television From Air Is Chicago Feature 82
TV Station Consultant Service Offered by TAP 85
Television Edition Published in Detroit 86
12 Ask for Commercial TV Stations 87
Philadelphia Set Figures Released 88
Video Boosts Cincinnati Boxing Show Attendance 89

For television personnel changes, programs, etc., see various notes departments in this issue.

L&M VIDEO

New York Baseball Format Changed

LIGGETT & MYERS Tobacco Co., New York (Chesterfields), has dropped its original plan to use the same announcer for its telecasts of the home games of the New York Giants on WNBT New York as for its aural broadcasts of the same games on WMCA New York.

Cigarette firm has signed Frankie Frisch and Maury Farrell to handle the WMCA assignment and Steve Ellis for the oral commentary on the video coverage.

Mr. Frisch, one-time star second baseman for the Giants and later a noted baseball manager, announced the Giants' games last year for Chesterfields on WMCA with Mr. Ellis, sports director of that station. Mr. Farrell has covered Southern Association baseball, among other sports, during a ten-year stint as sports director of WAPI Birmingham, where he also did two daily sports shows and a disc jockey program.

Mr. Ellis, in addition to his duties at WMCA, has broadcast the Monday evening fights sponsored by Gillette Safety Razor Co. on WHN New York and some of Gillette's Friday night fight broadcasts on ABC. For a two-year period he handled the microphone for the fight telecasts sponsored by Gillette on WNBT New York, so he is no novice in covering sports for the viewer as well as for the listener. Newell-Emmett Co., New York, Chesterfield agency, made the arrangements for the telecasts as well as the aural broadcasts of the Giants' games.

The Brooklyn Dodgers' aural broadcasts on WHN New York are to be done by Red Barber and Connie Desmond, and the WCBS-TV telecasts of their home games by Bob Edge—audio for Old Golds only; video divided between Old Golds and Ford [BROADCASTING, Feb. 16]. New York Yankee games will be covered by the same announcers — Mel Allen and Russ Hodges—for both the aural broadcasts on WINS New York and the video broadcasts on WABD New York. P. Ballentine & Sons, Newark brewers, will sponsor all the telecasts of the Yankees, and will divide sponsorship of the aural broadcasts with General Cigar Co., New York (White Owls).

ADVERTISING EXECUTIVES listen intently as plans for Television Institute in Pittsburgh March 22 are outlined by Carl Dozer (r), president of the Pittsburgh Radio & Television Club, following a meeting of the club recently. With Mr. Dozer, who is associated with WCAE Pittsburgh, are (l to r): Paul C. Richardson, account executive, Young & Rubicam; William E. Forbes, television director, Young & Rubicam, W. R. Huber, advertising director, Gulf Oil Corp., and Richard C. Bachman, of E. Earl Bothwell agency.

WINGS SHIRTS

All $300,000 Budget for Radio

By FLORENCE SMALL

AFTEN 10 years of investigative advertising, the Piedmont Shirt Co. of Greenville, S. C. (Wings shirts), has dropped all other media to concentrate its $300,000-a-year advertising budget exclusively on radio. The firm becomes the first shirt manufacturer to undertake a network campaign.

In explaining consolidation of the entire appropriation on sponsorship of the William L. Shirer program, Sun., 1-1:15 p.m. on 270 MBS stations, Bernard Aron, sales manager of the shirt company, declared that "we are using radio to reach millions of people who otherwise would never have heard of us."

Already indications of the potency of the medium have been manifested. In Washington, D. C., on Feb. 1, the local 25-second cut-in of the William Shirer broadcast announced the availability of Wings shirts at the Lansburgh Bros. store. The next day, Wings shirts at Lansburgh's entirely sold out.

In Geneva, N. Y., a retail store, Casey & Son, wrote to the shirt manufacturer that "we think radio advertising is much more effective than magazines." In New York the conservative Franklin Simon Store ran an ad in *The New York Times* on Feb. 15, tieing up its advertisement of Wings shirts with the Shirer broadcast and running a picture of the commentator and a drawing of the shirt, with a description of the latter and the program.

Retailer Tie-in Aim

The objectives of the manufacturer in retail merchandising is to stimulate the retailer to tie-in and cooperate. By using radio the Piedmont Shirt Co. first attracted nationwide attention and followed it up with a merchandising plan for individual stores.

The kickoff of that merchandising campaign actually started prior to the sponsorship of the program, when the company sent its sales staff of 31 men to retailers across the country armed with a brochure that explained the "dynamic retail sales building program." The brochure indoctrinated the retailers with a half dozen reasons why they could profit by Wings radio advertising: (1) Retailers are the largest users of radio, proving the power of this medium, (2) that the Wings program will sell the whole family at home—and at leisure, (3) that Wings radio ads will provide impact, (4) that Piedmont is the first shirt manufacturer to harness the power of national radio, (5) that consumer "impressions" will top any other shirt advertising, and (6) that consistent advertising pre-sells Wings shirts for retailers week after week.

With the innovation of its radio program, on Jan. 4, the shirt company supplied its retailers with window displays including broadcast tie-ins, mats for newspaper advertising with the Shirer show worked into the copy, and countercards. In addition, the company instituted another brochure which included "suggested radio commercials" to be used by the local stores on their program. The same brochure advises retailers to "link your own local radio advertising with William L. Shirer, coast-to-coast on Mutual Network."

Special Promotion

Another feature of the shirt manufacturer's merchandising plan is its "radio flashes" sent in the form of a wire issued periodically to keep the retailers informed on specific Wings shirts and pajamas featured in radio commercials.

Retailer reaction to Piedmont Shirt Co.'s innovations in radio advertising has been great, Shepard Saltzman, president of the firm, revealed. In explaining the company's stand on radio advertising he said: "We wanted to reach the people on an exclusive basis. We wanted consumers' exclusive attention and in radio we have that; nothing else interferes."

Cooperation

Mr. Aron, the sales manager, also pointed out that the company is receiving "merchandising cooperation from the station that you can't get out of the newspapers."

The radio program is handled through the firm's agency, William H. Weintraub Co., New York, which has consistently recommended radio for men's apparel clients. The agency handles such highly successful programs as Drew Pearson on ABC for Lee hats and Sherlock Holmes on MBS for Clipper Craft Clothes. Harry Trenner, vice president in charge of radio for the agency, and James Eysler, account executive, are in charge of the Piedmont Shirt Co. radio activities.

The history of Piedmont and its president and founder, Shepard Saltzman, reveals a success story in itself. The firm started in business 20 years ago with 35 employes and in one small plant. Today it has 1,100 employes and three modern factories located in Greenville with a sales office in New York. The founder himself was only 25 years old when he started the business. Still a young man of 45 with a young man's viewpoint, he has become the pioneer of shirtmakers in network radio advertising.

COMMENTATOR William L. Shirer chats informally with an advertising agency representative and officials of the Piedmont Shirt Co. (Wings shirts) of Greenville, S. C., sponsor of his Sunday afternoon show over MBS. L to r: Bernard Aron, sales and advertising manager of Piedmont; Shepard Saltzman, president of the firm; Mr. Shirer, Joseph Kleinberg, vice president of the firm, and Harry Trenner, vice president in charge of radio for Wm. Weintraub Co.

WHY, MR. KERNER?

Hoffman Questions Petrillo Acquittal

REPRESENTATIVE CLARE HOFFMAN (R.-Mich.) asked the direct question—*Why was there no conviction in the Petrillo-WAAF case?*—when he met U. S. Attorney Otto Kerner, Jr. at a parole hearing in Chicago last Monday.

When Mr. Kerner, who recently prosecuted the AFM czar on a charge of violating the Lea Act, appeared before a Congressional group investigating paroles, Rep. Hoffman seized the opportunity to inquire:

Why No Conviction?

"Why was there no conviction when Petrillo never denied attempting to force WAAF to hire unneeded musicians and stated deliberately that he had violated the law in order to make a test case?"

"We did our part," the prosecutor replied. "We produced witnesses who said Petrillo told a labor convention that he intentionally violated the law. The case seemed to hinge on the fact that nobody at WAAF testified that three additional employes (which Petrillo demanded be hired) were not needed.

"We proved that the additional employes were not needed, but the judge (Federal Judge Walter J. La Buy) said we had failed to prove that Petrillo knew they were not needed."

"Nobody ever could make a case against a union if the judge's decision is correct," Rep. Hoffman rejoined.

He then asked Mr. Kerner why he had waived a jury trial in the Petrillo case and permitted it to be decided by Judge La Buy alone. The prosecutor replied that it was his policy to waive jury trials whenever a defendant requests such action. He added that he had "confidence in Judge La Buy's integrity."

Firm Will Test AFM's Contracts

Standard Radio Is Using Two Orchestras in Case

AIMING to measure the contract strength of AFM insofar as it prevents an individual musician from complying with his personal contracts, Standard Radio Transcriptions Inc. Hollywood, is readying a test case.

To this end, firm has advised Ike Carpenter's Orchestra and Mischa Novy's string combination that each is obligated to a fixed number of recording sessions. Both have been advised of fact that transcription firm expects fulfillment by the contract deadline of Feb. 25.

If compliance is lacking, an injunction will be sought to prevent live performances by the musical units concerned, according to Gerald King, SRTI president. Mr. King advised BROADCASTING that he is taking the move to determine his legal grounds, if any. During the recent hearings of the Taft-Hartley committee in Washington, Mr. King felt that legislators were placing the responsibility upon management. Accordingly, his firm's action is an exploratory move which aims to test the strength intended by the Taft-Hartley act.

AFM Local 47 in Los Angeles contends that they (Standard) "haven't got a leg to stand on." Union feeling is that all the contract terms are in writing and once having been accepted must be complied with.

Canada Sends Invitation To 3d NARBA Conference

INVITATION to the third NARBA conference in Montreal commencing Aug. 2, 1948, was extended last week to Secretary of State George C. Marshall by Hume Wrong, Canadian Ambassador to the U. S.

Other nations belonging to the organization besides the U.S. are Canada, Cuba, Dominican Republic, Bahamas, Newfoundland and Mexico. Members of the American delegation have not yet been named by Secretary Marshall.

BUS RIDES TO MUSIC

Multi-Million FM Advertising Potential

VISIONS of a multi-million-dollar radio advertising industry, based on use of FM in transit vehicles, are appearing with the completion of preliminary plans by Transit Radio Inc. for installation of service in a half dozen important markets.

With Cincinnati busses and trolleys already successfully tested, steps were under way last week to broaden the service to include a number of other cities. In each instance, licensees of FM stations are collaborating in the Transit Radio Inc. project, developed largely by Hulbert Taft Jr., president of the national organization and managing head of the *Cincinnati Times-Star* stations, WKRC and WCTS (FM).

At the call of Mr. Taft, a half dozen wellknown station executives met in Cincinnati last Tuesday for indoctrination on projected operations, based on the Cincinnati experiment. Among those present were E. K. Jett, former FCC commissioner and now vice president of the Baltimore Sunpapers in charge of radio operations (WMAR-TV, WMAR-FM and the upcoming WMAR); William M. O'Neil, WJW Cleveland; his brother Tom O'Neil, vice president Yankee Network; Jack Harris, KPRC Houston, Chet Thomas, KXOK St. Louis, and R. C. Crisler, executive vice president of Transit Radio.

It was reported that conversations are going forward in each of these cities with transit lines looking toward establishment of the FM service, which is particularly suited to transit operations because of static-free and noise-free reception. Arrangements with the transit companies involve payment by the station of a monthly fee for each vehicle, following the pattern of car card advertising. Separate programming by the FM stations would be entailed, with music predominating.

Mr. Taft has completed the Cincinnati negotiations, whereby bus and trolley riders will roll along between shop, office and home, enjoying the specialized program fare.

The Cincinnati service was assured early this month when the Cincinnati, Newport and Covington Railway Co., known locally as the Green Line, and Transit Radio Inc. signed a contract, said to be the first of its kind in the nation, providing for the installation of FM receivers in public transit vehicles. The line which serves the Northern Kentucky - Cincinnati metropolitan area, operates approximately 150 vehicles.

Three-cornered negotiations between the Cincinnati Street Railway Co., principal transit operator for the metropolitan area, Transit Radio and *Cincinnati Times-Star's* WCTS (FM) were reported approaching the contract stage.

An actual test of FM equipment in Cincinnati vehicles was launched in November 1947 following formulation of an agreement between WCTS, the Cincinnati Street Railway Company and the Green Line. Three motor busses and one electric trolley bus were equipped, and test runs made. These tests are said to have proven that with the use of six or eight speakers and volume set at low level, music was pleasing without being noisy. Complete absence of any fading or electrical interferences throughout the metropolitan area was noted.

Returns from a formal survey conducted among 5,000 passengers revealed that 3,846 persons enjoyed music and news while riding, 115 did not. The balance of votes was attributed to erroneously marked ballots. Ninety-five percent said they would like to have the service regularly.

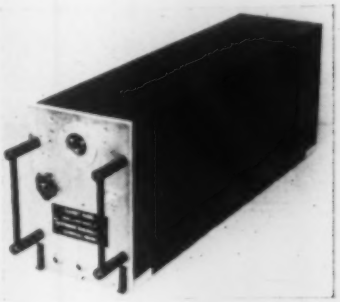
Mr. Taft explains that Transit Radio, a national organization, was formed last May to develop specially designed FM receiving systems for use in busses, trolley busses and street cars. He feels that the new audiences available to radio through this innovation will be the basis for a new medium of advertising.

"We hope," Mr. Taft says, "to put FM immediately into a position of providing a mass service which is completely non-competitive with present radio, while at the same time promoting FM as an overall broadcast service. We believe that if we can be assured that millions of people will hear FM every day on public vehicles, they will be more likely to seek it as a home entertainment."

Limited installations using Transit Radio equipment have been made in Evansville, Ind., Wilkes-Barre, Pa., Houston and Savannah.

Further demonstrations of FM receivers have been scheduled for Baltimore and Washington.

Capital Transit Co. officials in the nation's capital are said to be considering adoption of the plan.



POWER from customary 12-volt DC bus or trolley battery runs Transit Radio's crystal-controlled superheterodyne FM receiver designed to operate in high band. This receiver, used in recent tests by Cincinnati transit company, is 19-3/4" long, 5" wide, 7¼" high. It is usually installed on floor under driver's seat and can be easily controlled by bus or trolley operator.

OPINIONS of bus riders concerning popularity of FM music provided passengers during recent tests in Cincinnati are solicited by Nancy Vickers, merchandising director of originating stations WKRC - WCTS. Ninety-five per cent liked it.

FIVE-YEAR contract granting Transit Radio and WCTS Cincinnati rights to broadcast FM programs to public vehicles of the Cincinnati, Newport and Covington Railway Co. is concluded. Completing negotiations are: P. G. Vondersmith, president of the transit company (seated, r), Hulbert Taft Jr. (seated, l), president of Transit Radio and managing director of WKRC-WCTS, and (standing, l to r)—R. C. Crisler, executive vice president, Transit Radio; Stephens L. Blakely, secretary and general counsel of transit firm and David L. Ringo, firm's manager.

TIDEWATER

Executive Talks Football Plans

BROADCAST rights to Pacific Coast Conference football games are still "wide open," according to Al Masters, Stanford U. athletic director and Radio Committee chairman. CBS and NBC have been mentioned as possible bidders for the games, which have been carried many years by Tidewater Associated Oil Co.

Harold Deal, Associated advertising and sales promotion manager, indicated the company "would endeavor to do as much as it had ever done before," provided the games do not reach Coast listeners by other facilities. He refused to say whether dropping of Frank Bull as a basketball announcer meant an impending shakeup in announcing personnel.

Asked if Tidewater intended to increase its sportscaster budget, Mr. Deal said only one announcer had ever refused to accept the company's figure. AFRA rates are paid, it is understood. As a result of complaints last autumn about its announcers, Tidewater conducted a poll, with results not announced.

$75,000 - Plus Bracket Has 8 With Radio Tie

EIGHT individuals whose firms serve radio or are radio sponsors were included last week in supplemental Treasury list of those $75,000 in 1945 or 1946.

List included for 1945: Sterling Drug Inc., New York, $90,550 to James Hill Jr. On 1946 list: Collins Radio Co., Cedar Rapids, Iowa, $100,049.84 to Wm. J. Barkley and $82,124.84 to Arthur A. Collins; Campbell Soup Co., Camden, N. J., $94,625 to Arthur C. Dorrance; The Andrew Jergens Co., Cincinnati, $255,000 each to Andrew Jergens and Joseph D. Nelson; The General Tire and Rubber Co., Akron, $97,000 to W. O'Neil; Al Paul Lefton Co., Philadelphia, $75,314.04 to Al Paul Lefton.

Wilson Is Elected President of AT&T

Mr. WILSON

LEROY A. WILSON, who began his career with The American Telephone and Telegraph Co. 29 years ago as a construction crew timekeeper, last week at a meeting of the AT&T's Board of Directors in New York was elected president of the company, succeeding Walter S. Gifford.

Mr. Gifford, who had been president since 1925, was elected chairman of the board and Mr. Wilson was named a member of the board. Charles P. Cooper, an AT&T vice president since 1927 and executive vice president since 1946, was elected board vice chairman.

The new president had been a vice president since 1944 and financial vice president since 1946. He held the timekeeper job during a summer vacation in 1919 to provide funds to keep him in college. His continuous career began in 1922 as a traffic clerk. He held various jobs in the traffic department of the Indiana Bell Telephone Co. He transferred to the AT&T at New York in 1929 and was made general commercial engineer in 1942.

Camp Leaves WGAR

DIRECTION OF SALES activities of WGAR Cleveland has been delegated to Carl George following resignation last Thursday of E. Harry Camp, sales manager of station since 1939, according to an announcement by John F. Patt, WGAR vice president and general manager. Mr. George, assistant general manager of the station, recently was elected a vice president. Mr. Camp, whose resignation becomes effective March 1, plans to take another executive position in radio, not in Cleveland, he said.

Mr. George

TIME LAW

NAB Head Asks Action on Uniformity

PASSAGE of legislation to insure uniform time within the time zones, eliminating the semi-annual juggling of programs by networks, was favored Friday by NAB President Justin Miller in a letter to Sen. Charles W. Tobey (R-N. H.), acting chairman of the Senate Interstate & Foreign Commerce Committee.

The eleventh-hour statement on behalf of relief from the time-change mix-up [BROADCASTING, Feb. 16] was made because of pendency before the Committee of the Overton Bill (S-2041) which would proclaim uniform standard time.

Judge Miller wrote that broadcasting operators and listeners are among those who suffer most acutely from the semi-annual time switching.

The statement came as networks continued work on plans to use transcription techniques for extensive adapting of schedules to the time changes in states and cities.

These methods, Judge Miller wrote, will be expensive. He pointed to the difficulty of anticipating how successful or permanent they will be.

Broadcasters are "almost unanimously" in favor of legislation which would prevent the semi-annual changes by requiring observance of uniform time, he told Senator Tobey.

Miller's Views

They are divided "practically half and half" on the question whether such legislation should require uniform observance of standard time, or of daylight saving time, he added. He explained the division "corresponds, pretty closely, with the location of their stations in rural or urban areas."

Judge Miller said it was his personal opinion "that most broadcasters would be happy to see the take positions contrary to that of the people whom they serve in each community, in the process of solution.

"Because the sources of almost all network programs—now carried on approximately one-half, i.e., 1,000, U. S. radio stations—are in cities and states which annually change to daylight saving time in the spring and return to standard time in the fall, these nationwide network programs are, of necessity, originated on daylight time.

"This year, for the first time, the four nationwide networks will make an effort to solve the problem with the cooperation of their stations. Plans to permit recording and delayed broadcast of network programs, in whole or in part, have been proposed. To the extent that this effort succeeds, the confusion will be eliminated. However, the proposed solution will be an expensive one and it is difficult to question resolved either way, provided they were not required to say, either how successful or he permanent it may be.

"If you, or your committee, ca devise a legislative method of i suring uniform time within th respective time zones, the broa casters, as well as their listene and many others adversely affecte by the present semi-annual tim changes will, I am sure, be ver grateful."

With only about two months re maining before the usual time switch, chances for early legisla tion were not considered too favo able. In addition to the Overton Bi a bill has been introduced in th House by Rep. Joseph O'Hara (R Minn.).

For more than two decades NA districts, along with boards an conventions, have called for un form time on a national basis bu their efforts have been unsuccess ful. Attempts by railroads, ship ping lines, airlines and other bus ness interests to obtain uniform daylight time also have failed.

GOOD WILL

Steel Firm Builds I By Using Radio

COMMUNITY service, and incidentally the development of goodwill in the locality, are fostered by Portsmouth Steel Corp., broadcasting a nightly program on WPAY Portsmouth, Ohio.

The idea grew out of an open house held in August 1946 by the then new company, which previously had been a unit of Wheeling Steel. Bought by Henry Kaiser and Cyrus Eaton, it was felt that the public should meet the new ownership and management, as well as the employes and officials of the community's largest industry.

WPAY promoted the open house by sending its "Good Neighbor Mike" through the plant. The result was a turnout of 8,000 persons at an "open house." The compan estimated 90% of the visitors ha heard about the event via WPAY.

Last September Portsmouth Steel asked WPAY to repeat the performance on a commercial basis buying 15-minute programs an 32 announcements. Attendance in creased to 12,000, with an adver tising cost of two cents per visito Thousands of others heard th ceremonies over WPAY as the com pany management called attentio to achievements during the yea

When the Community Che Drive approached, the compan and its union chose radio as th primary medium.

A close association developed be tween President Elmer A. Sch wartz and other officials of th company and station officials, in cluding Manager Gerald F. Bo and Rusty Marshall, news an sports editor. A few days after th campaign Mr. Schwartz and Vi President Harold J. Ruttenbe discussed the idea of a compan broadcast on WPAY. They wante a program that would maintain

(Continued on page 85)

Drawn for BROADCASTING by Sid Hix

Nominees for Ad Awar May Be Women in Radi

WOMEN in the radio field a eligible for nomination for the a nual advertising award to wom to be presented at the Advertis Federation of America convent June 13-16 in Cincinnati.

The woman of the year will selected from written nominati submitted between March 1 a April 15 to the Council on Wom Advertising Clubs, Advertis Federation of America, 330 42nd St., New York.

DILLARD

FM Executive Says That AM Is 'Deteriorating'

MAJOR realignment of the entire U. S. broadcast structure as a result of Mexican and Cuban demands for clear channels may be required unless a compromise is achieved, Everett L. Dillard, president of FM Assn. and Continental network, and owner of WASH Washington and KOZY Kansas City, told the Radio Executives Club Thursday at the Roosevelt Hotel, New York. Mr. Dillard was introduced by William S. Hedges, NBC vice president and club president.

"The best result we can hope for can only mean further serious deterioration of our domestic AM broadcasting service," he told the club, stating that no "AM operator, timebuyer, agency or network can afford to ignore the storm warnings that are ahead in the AM broadcasting future."

Mr. Dillard said Cuba has asked 12 clear channels and Mexico two. To grant them only in part, he contended would require another juggling such as that in 1941, when 777 stations shifted assignments from 10 to 40 kc.

In describing AM as a "deteriorating service," he reminded that 1,949 AM stations are on the air or in construction—twice the number on VE-Day—with another 350 applications awaiting action. He contended technical progress cannot keep up with this pace.

Invites Comparisons

Taking up the FM case in detail, Mr. Dillard explained he was presenting the facts as he sees them, inviting checks and comparisons.

Advertisers are losing listeners at night in outlying communities as new AM stations crowd the ether waves, he contended. Daytime AM stations, he continued, must operate "when the audience is smallest and the competition greatest." He said many 250 w locals have been chopped down from a 10 to 60-mile service radius "'to a radius which in some cases is less than two miles at night."

Directional patterns at night also limit metropolitan coverage of stations, including those with higher power, Mr. Dillard argued in noting that agencies buy on rates based on watts and frequency. "Only and until you know all of these facts can you accurately compare time rates and give the advertiser full dollar value," he said.

He reviewed the growth of FM stations in the nation and pointed out that 75% of FM stations are owned by AM stations.

In the matter of power, Mr. Dillard said, AM is a "piker" with over 28 FM stations to operate with power over 100,000 w and a few close to 500,000 w. Describing increased production of FM sets, he said, "I have always maintained that 99% of the economic problems confronting the FM broadcaster will be solved when sufficient sets are available."

Rates are low and commensurate

(*Continued on page 88*)

ATTENDING FM Assn.'s Region 3 meeting Feb. 18 at Sheraton Hotel, Chicago, a group of speakers gathers around FMA President Everett L. Dillard (front row, center), who looks over agenda. L to r: Ed Wheeler, president and general manager, WEAW Evanston, Ill; William E. Ware, general manager, WFMX Council Bluffs, Iowa; Marion Claire, director, WGNB Chicago; Joseph B. Elliott, vice president, Home Instrument Div., RCA-Victor; Mr. Dillard; Thomas F. McNulty, president, WMCP Baltimore; J. N. (Bill) Bailey, FMA executive director; David S. Ballou, vice president, FM Reps Inc., and E. J. Hodel, FMA secretary.

FMA MEETING

Region 3 Wants FM in All Sets

BY BILL THOMPSON

RESOLUTIONS urging manufacturers to include the FM band in all radio sets, asking FCC to consider engineering standards for multiplexing FM and facsimile, and citing the need for measuring FM audiences were unanimously adopted at the first meeting of FMA Region 3 Wednesday in Chicago.

Marion Claire, manager of WGNB Chicago, was elected chairman of the region, which comprises Illinois, Wisconsin, Iowa, Michigan, and northern Indiana. The meeting, held in the Sheraton Hotel, was FMA's third regional conclave. Members of Region 1 met previously in Albany, N. Y., and Region 2 in Cincinnati.

Wheeler Named Secretary

Ed Wheeler of WEAW Evanston, Ill., was named regional secretary, and the following were designated vice chairmen: Edward F. Baughn, WPAG-FM Ann Arbor (for Michigan); Donald L. Dobson, WBNB Beloit (for Wisconsin); George Arnold Jr., WTAD-FM Quincy (for Illinois); and Ed Breen, KFMY Fort Dodge (for Iowa).

Two hundred delegates to the meeting, many of them from outside the region, cheered as Joseph B. Elliott, vice president of the Home Instrument Division of RCA-Victor declared "We think FM's a winner."

"We have a big stack of blue chips on FM. No one can accuse us of holding up set production," he said. "During the first nine months of 1947 our AM-FM table models constituted 25% of the industry's production of FM receivers."

Terming duplication of network AM programs "a great stimulus" to manufacture of FM sets, Mr. Elliott revealed RCA-Victor aims to produce FM equipment comparable in price to AM. He urged station owners to "team up" with dealers.

"They are the men on the firing line," he said. "Help them all you can."

Delegates had another chance to howl when Thomas F. McNulty, president of WMCP Baltimore, waved a clipping from a New York paper showing that of 68 radio features recently listed as "desirable entertainment," 60 were duplicated on FM.

"Keep your stations on the air as long as possible throughout the day," he urged. "Show listeners the difference between AM's confused, tangled system and FM's better way of broadcasting. Match AM hour-for-hour, then the public will know we're here to stay."

How to "keep out of the red" in a town of 12,000 population was described by Guy Farnsworth, manager of WSRK (FM) Shelbyville, Ind. Calling his FM operation a "civic project," Mr. Farnsworth said WSRK has started to attract accounts even though less than a dozen prospects have been contacted. He recommended "lots of local color, names and home talent" in programming.

Research Resolution

A suggestion by Fred Weber, manager of WDSU-FM New Orleans, that "Mr. Hooper should measure FM audiences just to show how fast we're growing" led to adoption of the resolution that FMA's directors "undertake a program of cooperation with various research organizations."

Other resolutions called on the directors to "work with RMA in preventing inferior receivers to be distributed for FM," recommended that networks be urged to utilize wire line facilities with a minimum of 8,000 cycles "so that true fidelity can be enjoyed by all listeners," suggested that all broadcasters be invited to join FMA in an effort to obtain "fair, just, and equitable rates for use of wire line circuits," and called on the directors to name a committee of five members to study FMA's by-laws with a view to recommending necessary amendments to be considered at the association's convention in Chicago next September.

Spurred by Mr. Elliott's news that RCA-Victor is planning FM sets to compare in price with AM receivers, the resolutions committee also proposed that FMA urge "all manufacturers" to expand production—"particularly of good low-cost table model sets, to meet the crying need for these products." This was unanimously approved.

Part of the resolution requesting FCC to study the multiplexing of

(*Continued on page 85*)

FM STATUS

IN PRELIMINARY addresses, Everett L. Dillard, FMA president, and Bill Bailey, executive director of the association, cited these facts to illustrate how FM is growing—

- **Increase from 136 to 412 in the number of stations during the past year.**
- **FM service already available to 60,000,000 listeners.**
- **"About a dozen" regional networks in the making.**
- **Amount expended in FM broadcasting facilities totals $100,000,000.**
- **More than 1,175,000 receivers incorporating FM were built last year.**

Mr. Bailey also made these predictions:

- **One-thousand FM stations will be on the air by Jan 1.**
- **FM will reach 117,000,000 listeners or 84% of the U. S. population by that time.**
- **Business in 1948 will run $500,000,000.**

'Gangbusters' to P & G

PROCTER & GAMBLE, Cincinnati (Tide), will take over sponsorship of *Gangbusters* Sat., 9-9:30 p.m. on ABC, effective March 13. Show is currently sponsored by Waterman Pens which will drop it on March 6. The P & G contract was placed through firm's agency, Benton & Bowles, New York.

ABC'S WIRL IS ON THE AIR!

A BILLION DOLLAR SALES SPOT IN CENTRAL ILLINOIS

1st IN FACILITY . . .
the *first* fulltime 5000 watt day and night station in Central Illinois. WIRL is the basic ABC outlet in the Peoria area.

2nd RICHEST MARKET . . .
Peoria is the second largest and second richest city in Illinois—center of an industrial and farm area with annual income of over a billion dollars.

4th RICHEST STATE . . .
the WIRL market does a big share of the buying that makes Illinois the fourth ranking state in retail sales.

EFFECTIVE COVERAGE of 23 counties in Central Illinois —with a population of 858,000.

MONEY MARKET for your product is the rich industrial and farm area of Central Illinois. WIRL is now on the air to cover effectively this "bright spot for sales".

PEORIA ILLINOIS

WIRL THE AVERY-KNODEL MEN WILL BE DELIGHTED TO GIVE YOU THE FULL STORY.

ABC network • 1290 K.C. • 5000 watts (day and night)

UNESCO REPORT

Methods to Implement Plan Discussed

REPORT of the U. S. delegation on last winter's UNESCO session in Mexico City and methods of carrying out the program proposed in that report were discussed last Tuesday and Wednesday at a meeting of the U. S. National Commission on UNESCO in Washington.

In his account, William Benton, chairman of the American delegation and former Asst. Secretary of State, cited the progress UNESCO was making. He admitted that there were elements of "suspicion and misunderstanding" and that there were those who regarded proposals for the use of mass media and the unobstructed flow of information as a "threat to the dominance of their own cultures in their own lands."

Yet in the end, said the U. S. chairman, the conference unanimously agreed to intensify efforts to remove obstacles to communications and to promote "through a dynamic program" the use of press, radio, and films to fulfill UNESCO's purposes.

Speaking of next year's "modest" budget, Mr. Benton said the organization will spend less than $8,000,000, about 40% of which the U. S. will contribute.

Provision was made for a radio program committee, a council for educational broadcasting and a production unit. It was agreed that UNESCO would cooperate in any world network set up by UN, or, failing that, would reconsider the possibility of setting up its own network.

A meeting is tentatively planned for later this year of a radio program committee selected from some 12 countries, including the U. S.

At Wednesday's session, Mr. Benton brought up the old feud between educators and proponents of an intensified propaganda program and accused educators of pretending that propaganda was absent from the scholar exchange program.

In answer to the argument that the informational and educational programs be separated, Mr. Benton said the educational activities as sponsored by governments, "not only are designed for the same purpose as the information activities but in many ways it is inevitable that their procedures are often more questionable than those in the informational field."

This, he explained, was because they're "hidden rather than out in the open for all to listen to, or to see and police each day." The information program, he added, would be necessary even if "the Pacific opened up and swallowed Russia and every Communist party tomorrow morning."

Duron Paint Assn. Starts Campaign

DURON PAINT Assn., Chicago, which is planning to branch out to 25 independent paint manufacturers over the country within the next 12 months, will launch its largest selling campaign in history to include regional use of radio and other media.

While trade copy is expected to precede actual use of radio, preliminary discs of a musical show, packaged by Don Ward, Chicago producer, currently are in the production stage for testing in several regional markets, according to Myron S. Lewis, vice president of Davis-Fisher-Kayne, Chicago agency for the association.

With national distribution and approximately $40,000,000 in combined annual volume, national advertising in both trade journals and consumer magazines will be used.

CITATIONS for "contributing immeasurably to the success of the U. S. Navy recruiting program" are awarded to (l to r) Dave Driscoll, director of news and special events at Mutual's New York outlet, WOR; Jay Paige, MBS director of special events, and A. A. Schechter, vice president in charge of news, special events and press of the network, by Capt. A. R. Mack, Chief of Staff to the commanding officer of Third Naval District, Rear Admiral Monroe Kelly.

"Montaldo's of Richmond"

Vivid . . . alive . . . interesting . . . clever . . . that's Lillian Montaldo, creator of the Montaldo's shops known importantly to women in a number of American cities.

She is a constant source of inspiration to those whose creative talents have played a major role in achieving for the American woman the distinction of being the best-dressed in the world.

. . . And that describes Montaldo's of Richmond a dream of a shop . . . very French in its appointments . . . very *choice* in the clothes it offers to Virginia women. And what station does Lillian Montaldo choose to cover Richmond? Listen:

Montaldo's has just renewed Agnes Moyler Jones in "What's Going On Around Town"—over WLEE, of course!

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, President **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Portrait of a Great Radio Station

MOST MODERN BROADCAST FACILITY INTRODUCED

THIS WEEK in Washington State, KOMO, NBC affiliate for Seattle and the Puget Sound country, opened the doors of its new studios to greet press, trade, and public. Visitors found the most completely functional radio facilities ever built.

Conceived more than three years ago by O. W. Fisher, long-time president and general manager of the station, and built by the Austin Company, the NEW KOMO embodies every known artistic and technical development for the production of radio programs and high fidelity reproduction of sound.

Not surprising to advertising-wise was the new KOMO installation. They had watched KOMO lead all competitive stations for more than 20 years, observed its high audience ratings, programming know-how, alertness to public service opportunities. Based upon past performance they expected KOMO to point the way to radio progress for the area.

Said Fisher at week's end, "We are gratified at the reception of our new studios, but expect to make an even further contribution to radio, when we start operation of our new 50,000 watt RCA transmitter, most advanced installation of its kind, now in the test stage."

INFORMATION DESK and telephone switchboard, in the main lobby. "Across Horizons," famed KOMO mural by E. T. Grigware in background.

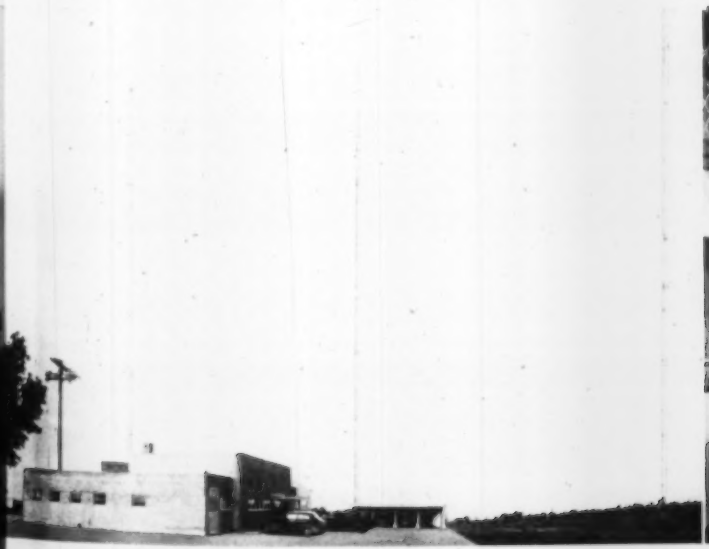
STUDIO G provides stage and audience for local dramatic groups; is also equipped for cooking school, audience participation broadcasts.

STUDIO B from Sponsor's booth. For realistic reproduction. B, like C and C, combines polycylindrical construction and splayed perforated Transite.

THE PACIFIC NORTHWEST SYMPHONY rehearses in main floor Studio C, one of three engineered for musical broadcasts at the *new* KOMO.

SPONSOR'S AUDITION ROOM. Acoustics, furnishings, subdued colors, encourage concentrated attention on program audition, without distraction.

DOWN OPERATIONS CORRIDOR to KOMO's nerve center, Operations Control. Building brings "working radio" out where public can see it.



KOMO's NEW 50,000 WATT TRANSMITTER building and three 500 foot antennas, located on Vashon Island, 15 miles southwest of Seattle.

MASTER CONTROL ROOM, center of technical operations. It handles switching functions of six studios. Operator can see into three studios.

NBC FOR SEATTLE-TACOMA AND THE PUGET SOUND COUNTRY—KOMO

Advertising Course Being Held at KQW

STUDIOS OF KQW San Francisco are being utilized as schoolrooms for the first session of a course in "Advertising Campaigns and Media," sponsored by the San Francisco Advertising Club through the Golden Gate College School of Advertising.

Stanley G. Breyer, commercial manager of KJBS San Francisco, is in charge of the radio advertising section of the course, which has among its instructors:

David H. Sandeberg, Pacific Coast manager, Louis H. Avery, Inc.; Beth Norman, account executive, Sinces Advertising Agency; Fred Ruegg, program director, KQW; Grant Holcomb, special events director, KQW; Frank McHugh of ABC-KGO; John W. Davis, media director, Honig-Cooper Co.; Morris Benatar, owner, Benatar's Drug Stores; Walter Guild, partner, Garfield and Guild Advertising Agency; Burton Granicher, account executive, McCann-Erickson, Inc.; Norman E. Mork, manager, Johnson Advertising Agency; John M. Wolfe, partner, John M. Wolfe Co.; F. P. Barnes, General Electric Co., and Tom Foster, radio editor, Shopping News.

WESTERN MEET

Broadcasters to Confer With Educators

A WESTERN RADIO conference, sponsored by networks and local stations and educators in the nine Western states, will be held in the Marines Memorial Building, San Francisco, March 20 and 21.

Keynote of the two-day conclave will be: "Development of the Responsible Use of Public Interest Broadcasting."

James Day, public service director, NBC, San Francisco, is acting chairman and John Crabbe, director of radio, College of the Pacific, conference program chairman.

Delegates of the Parent-Teacher Association, American Association of University Women and other state and civic organizations, are serving as members of the arrangements committee.

Speakers from the broadcasting industry and educational field will discuss radio as a medium of communication of education and time will be given to general discussion. The Western Section, Assn. for Education by Radio, will hold its annual meeting and election of officers during the conference.

Open house will be held by San Francisco stations.

S. D. BROADCASTERS HOLD 2-DAY SESSION

IMPROVED TRAINING for radio students was the object of the first South Dakota Broadcasters conference called Feb. 20-21 by Irving R. Merrill, director of KUSD, educational station of the U. of South Dakota.

Broadcasters were asked for suggestions on realigning the university radio training to conform with standards of commercial broadcasting. Speech, radio and dramatic art were scheduled for discussion the first day. The second day's session dealt with the NAB code and commercial broadcasting problems.

Featured speaker at the conference was John F. Meagher, general manager of KYSM Mankato, Minn., who discussed "Small Station Operation During 1948" in a banquet address Feb. 20. That evening broadcasters were guests of the university at the U. of South Dakota-South Dakota State basketball game.

2-STATE BROADCASTER MEET AT NEW ORLEANS

JOINT MEETING of the Louisiana Assn. of Broadcasters and the Mississippi Broadcasters Assn. is to be held Feb. 27-28 at the International House, New Orleans.

Mr. Gordon

The Louisiana group will be host, and entertainment is being arranged by a committee composed of executives of seven New Orleans stations: Fred Weber, WDSU; Harold Wheelahan, WSMB; Howard Summerville, WWL; Stanley Ray, WJMR; Charles C. Carlson, WJBW; Henry Wehrman, WTPS, and Joseph Oswald, WWEZ.

Reservations to date indicate the meeting will be well attended by broadcasters from both states, according to James E. Gordon, president of the Louisiana group. The networks and NAB also have been invited to send representatives, Mr. Gordon said.

City College Conference Scheduled for April 14

FOURTH ANNUAL radio and business conference sponsored by the Evening and Extension Division, City College School of Business, New York, is scheduled for April 14, it was announced last week.

Winners of radio awards will be honored at a luncheon in Hotel Biltmore, after which a panel session is planned. The evening meeting will be held in the college under the direction of Joseph C. Beal, public relations director of the host group.

105 YEARS
consistently using
ktsa
CBS in San Antonio
No—not one advertiser. But from the looks of things, in time such a claim would be true.
Here are some major San Antonio advertisers. They know the South Texas market and media. Their combined program and spot schedules represent 105 years of selling on San Antonio's CBS station.
• KALLISON'S FARM AND RANCH STORE
• H AND H COFFEE COMPANY
• SHAW JEWELRY COMPANY
• HANDY ANDY SUPER MARKETS
• LONE STAR BREWING COMPANY
• BORDEN'S OF SAN ANTONIO
• GUNTER HOTEL
• INTERSTATE THEATRES
• KAROTKIN FURNITURE COMPANY
• O. R. MITCHELL MOTORS
Join those who linger longer because KTSA pays off!
"CBS IN SAN ANTONIO FOR 19 YEARS"
Represented by
Taylor-Howe-Snowden
Radio Sales
ktsa
550 k.c.
"FREQUENCY Plus POWER"

Looking for an unusual Morning Program in the *Cleveland Market?*

Look at . . . listen to . . . Koffee Korner . . . a working program over WJW 8:05 to 8:25 AM across the board . . . or talk to your nearest representative of the Headley-Reed Company.

● In the popular whodunit tradition . . . producer and announcer do a daily comedy strip called Trick Dacey.

● Brisk, bright music . . . sound effects for mood and contrast . . . that's what the band tries for and gets!

● Jane Steven's cheery comment and light touch with weather reports and time signals highpoint Koffee Korner.

BILL O'NEIL, PRESIDENT

WJW

CLEVELAND

BASIC ABC Network

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

ABC CO-OP SPONSORS TOP PREVIOUS RECORDS

ABC topped its previous records in the number of advertisers of co-op programs and the number of network affiliates having one or more such programs on a commercial basis, the network announced last week.

Advertisers sponsoring the 14 programs number 753, as compared to 579 for 12 programs in February 1947, and 505 for 12 programs in February 1946. This year 205 ABC affiliates air one or more of the co-op programs on a sponsored basis, as compared to 175 the previous year, and 142 in 1946.

The automobile industry and auto supply dealers, with 122 advertisers, are the leading industrial classification, with the department and clothing store group placing second. The industries were reversed in position last year.

Martin Agronsky leads in the number of sponsors with 104, followed by Baukhage with 100. In both 1947 and 1946 Baukhage led in this classification with 102 and 98 sponsors respectively.

BUFFALO HOOPER

Survey Reveals Added Listeners

A SPECIAL SURVEY of "second set listening" in Buffalo, N. Y., has revealed that the C. E. Hooper Inc. coincidental telephone method somewhat understates true listening, it was learned last week.

The survey, conducted by the Hooper firm in Buffalo, indicated, however, that the difference in sets in use computed on the basis of the usual telephone inquiry and those computed on the basis of a newly expanded technique "is not substantial," C. E. Hooper, president of the firm, reported.

Following the asking of the usual questions, Hooper interviewers then asked: "Is someone else in your home listening to a second radio?"

If the answer to this question were affirmative, identifications of the program and station being received on the second set were sought. The survey was conducted between the hours of 1 and 7 p.m. on a Saturday.

The hours when the greatest difference between the sets-in-use figures obtained by the regular questioning and those obtained in the expanded interviewing prevailed were from 5 to 6 p.m. and from 6 to 7 p.m. when children's shows are on the air, Mr. Hooper said.

Sets-in-use figures hour-by-hour are shown as follows, with figures obtained by the ordinary questioning under the column headed "regular" and those by the expanded questioning under "extra."

HOURS	REGULAR	EXTRA
12-1	23.3	23.5
1-2	20.5	20.7
2-3	20.5	20.9
3-4	24.1	24.7
4-5	23.3	24.4
5-6	23.7	26.2
6-7	29.8	30.9

Mr. Hooper explained that the Buffalo survey was conducted as part of the general preparation for the publication of U. S. Hooperatings [BROADCASTING, Feb. 9] but by no means represented the final figures which the U. S. Hooperatings would eventually turn up.

SAN FRANCISCO'S new mayor, Judge Elmer E. Robinson (r), receives an album of recordings of his inauguration ceremonies from Philip G. Lasky, general manager of KSFO San Francisco. KSFO broadcast the inauguration from rotunda of San Francisco City Hall. Ceremonies were transcribed and the mayor's recording dubbed off from station's transcriptions.

Ferry in New Firm

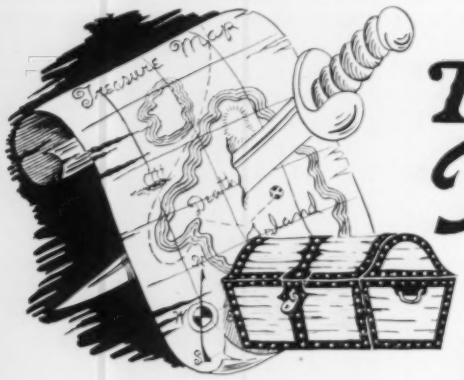
ROBERT R. FERRY, executive vice president of Ridgeway, Ferry & Yocum, has disposed of his interest in the agency and has joined LaRoche & Ellis, Inc., New York in an executive capacity. During the war Mr. Ferry served as assistant director of the Office of War Information in charge of domestic operations and as a consultant to the War Shipping Administration. Previously he was associated with Geyer, Cornell and Newell and Young & Rubicam, serving in both as account executive and in creative capacities.

STOP ORDER ON FIGHT BROADCAST IS DENIED

JUDGE Frank J. Murray of the Superior Court in Boston on Feb. 16 denied an injunction sought by Al (Red) Priest of Cambridge which would have prevented the broadcast by WLAW Lawrence of a ten-round bout at Boston Garden between Mr. Priest and Charlie Fusari of Irvington, N. J. The judge ruled that WLAW could broadcast the Feb. 16 bout as scheduled.

In petitioning for the injunction Mr. Priest, and his manager Johnny Buckley, contended that when they signed for the match with Mr. Fusari they were unaware of the contract the promoter, The Callahan Athletic Club, had with WLAW, and further contended the broadcasting resulted in personal enrichment of the defendant.

Judge Murray's action on the petition came after Attorney James A. Donovan, appearing for WLAW, said that no money was paid to the promoter for the privilege of broadcasting the bout. Counsel stated that the cancellation of the program would hurt the station's efforts to increase its listening audience. Mr. Priest and his manager were allowed 20 days in which to file further pleas.

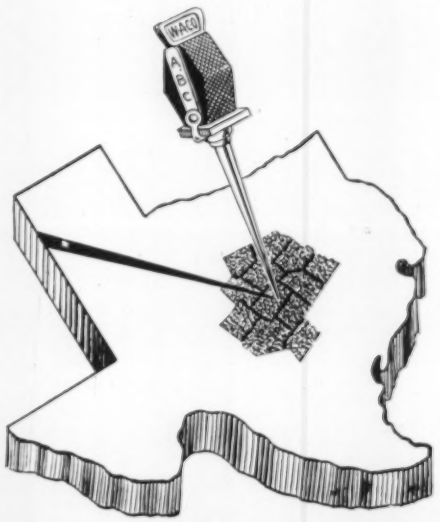


TWO Treasure MAPS

IT'S simple to find the treasure chest---if the old, faded map is correct. Just so many paces from the tree stump, to the hill crest, to the boulder, etc. And then--- gold doubloons, rubies, diamonds, pieces of eight---

Another treasure map---one we know is accurate. It offers a rich market to advertisers. W-A-C-O's coverage map includes a 16-county area with $370,000,000 in retail buying power.

In this growing market, surveys and mail count prove that W-A-C-O dominates as one of the best advertising media.



1000 WATTS 1460 Kc

WACO

WACO, TEXAS

TEXAS STATE NETWORK

AMERICAN BROADCASTING COMPANY

• NATIONAL REPRESENTATIVE: WEED & COMPANY

WCON'S 7-WAY PROMOTION PLAN

1. OUR OWN NEWSPAPER — THE ATLANTA CONSTITUTION — Editorial Promotion is heavy and consistent and Display Advertising is continuous.

2. OUR OWN AIR — Intelligent planning and consistent plugging feature promotion programs over WCON's own air.

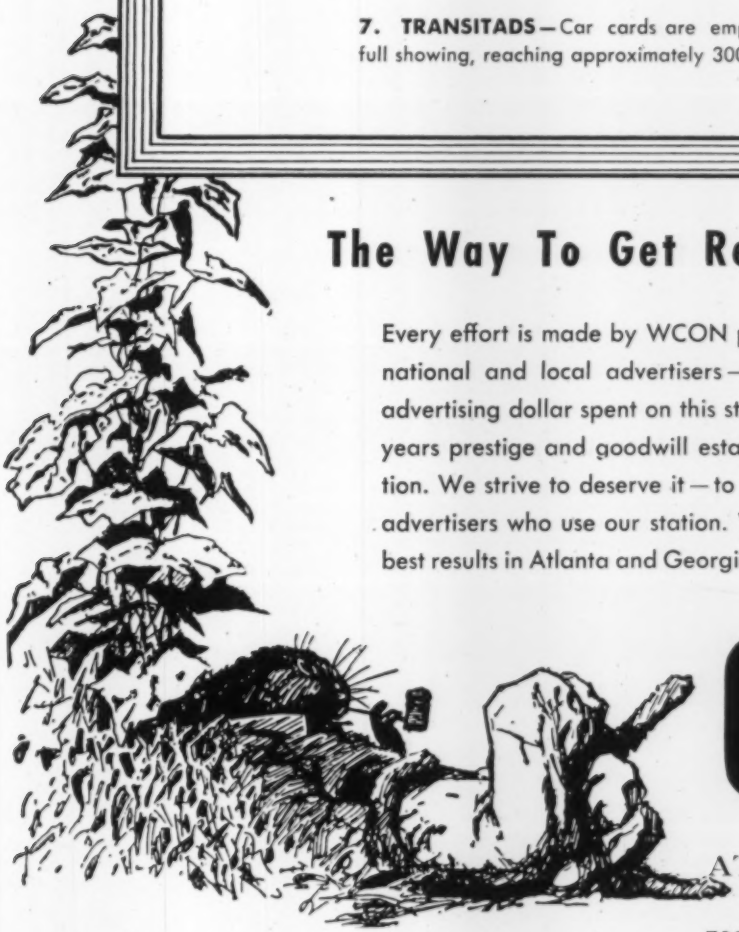
3. BILLBOARDS — Nine permanent boards located on main arterial highways. Boards are equipped with reflectors to do a day and night job.

4. WCON NEWS PICTURES — 200 attractive display pieces featuring news and WCON promotion. 100 in Atlanta — 100 in trading territory.

5. WCON CONTEST — An outstanding audience participation contest will be announced shortly.

6. SPECIAL EVENTS PROMOTION — WCON personalities, presented on a continuing basis, before social, civic and school groups with entertainment and informational features.

7. TRANSITADS — Car cards are employed each month; a full showing, reaching approximately 300,000 commuters daily.



Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.

The Way To Get Results In Atlanta!

Every effort is made by WCON personnel to cooperate fully with national and local advertisers — to secure top return on every advertising dollar spent on this station. We are the heirs of eighty years prestige and goodwill established by The Atlanta Constitution. We strive to deserve it — to carry over this valuable asset to advertisers who use our station. We believe WCON will produce best results in Atlanta and Georgia — try us!

WCON
ATLANTA

THE
ATLANTA CONSTITUTION
STATION

5000 WATTS — 550 KC

Affiliated
American Broadcasting Company

National Representatives **HEADLEY-REED COMPANY**

WHAT'S THE DIRT ON POTATO HILL (Ky.)?

There's plenty of hills in Kentucky, scattered all over the State. Plenty of little towns like Potato Hill, too — but all of them, piled together, wouldn't make a very sizable mound. Or have much buying power, either!

Most Kentucky buyers live in the Louisville Trading Area. They even buy more "spuds" (yams, Irish — and yes, the mentholated ones!) than all the balance of the State! Or anything else you've got to sell — unless, of course, you're selling exclusively to farmers. When you advertise on WAVE, you really cover the Louisville Trading Area, and at moderate cost.

It's *business* we want to dig up for you — not potatoes. So give us a try. You'll find that with the audience WAVE brings you, your sales are practically *in the bin!*

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

4A's Examinations Planned for April

ANY PERSON not now employed by an advertising agency will be eligible for the second annual examination of the American Assn. of Advertising Agencies, April 17-24.

Established to test entrants for specific types of work in the industry, the examination will be held in at least 10 cities. While no candidate is guaranteed a job, the AAAA pointed out that distribution of the examination records to agencies, advertisers, publishers, radio stations and other employers in advertising should result in an increased number of job interviews and may bring newcomers into the industry.

Cities offering tests last year were Boston, Cleveland, Los Angeles, Milwaukee, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Ore., and Seattle. The AAAA said that regional councils and chapters will probably sponsor the examination in additional cities this year.

The fee for candidates taking the test is $15.

Ford Will Be Cardinals' Games Telecast Sponsor

FORD MOTOR CO. and Ford dealers of St. Louis have contracted to sponsor telecasts of the St. Louis Cardinals' baseball games from Sportsman's Park this year.

An agreement to telecast the games for the second year was announced Feb. 12 by Robert E. Hannegan, president of the Cardinal organization, and KSD-TV.

Mr. Hannegan, former Postmaster General of the United States, confirmed arrangements in a letter to the *St. Louis Post Dispatch* television station. Present plans call for a considerable increase in the number of baseball telecasts from the 34 made last year, but the exact schedule is indefinite. Arrangements for television coverage of the St. Louis Browns' games, which were also telecast by KSD-TV last season, have not been completed.

Deadline for AER Script Contest Set for March 30

THE NATIONAL Radio Script Contest, sponsored by the Assn. for Education by Radio, closes March 30. Scripts are already arriving from all parts of the U. S., according to Sherman P. Lawton, U. of Oklahoma, chairman of the AER contest.

Prizes totaling over $800 are being offered by Alpha Epsilon Rho, Audio Devices Inc., General Electric, NAB, Encyclopedia Britannica Inc., *Newark News* and Oklahoma City *Oklahoman* and *Times*. Any student in an accredited college or university in the U. S. is eligible. Contest rules may be obtained from Dr. Lawton.

Proof Positive

WHEN WTTG, DuMont's Washington TV station, wanted to find a garage for its two mobile units it turned to the best medium available for advertising—television, of course. WTTG scheduled a spot five times daily during the Feb. 2-8 period. The spot was a picture of all sides of the mobile unit truck, with a girl's voice speaking for the truck in the first person, describing its plight, and that of "a buddy of mine, named 'Suburban.'" By Feb. 10 WTTG had a lease which provided exactly the facilities required. And real estate brokers had been working on the need for several months.

'CHARLIE McCARTHY' IS FIRST IN CANADA

NINE OF TEN first evening network shows heard in Canada in January were American originations, according to national program rating issued by Elliott-Haynes Ltd., Toronto. First was *Charlie McCarthy* with rating of 39.1, followed by Fred Allen, 37.7; *Radio Theatre*, 36; *Fibber McGee & Molly*, 33.6; *Amos 'n' Andy*, 27.5; *Music Hall*, 24.2; NHL Hockey (Canadian program) 22.4; *Meet Corliss Archer*, 21.6; *Ozzie & Harriett*, 21.6 and *Album of Familiar Music*, 20.7.

Daytime English language programs for January were led by *The Happy Gang* (Canadian program) 17.2; *Ma Perkins* 16.9; *Pepper Young's Family* 16.9; Claire Wallace (Canadian program) 16.7; and *Big Sister* 16.5.

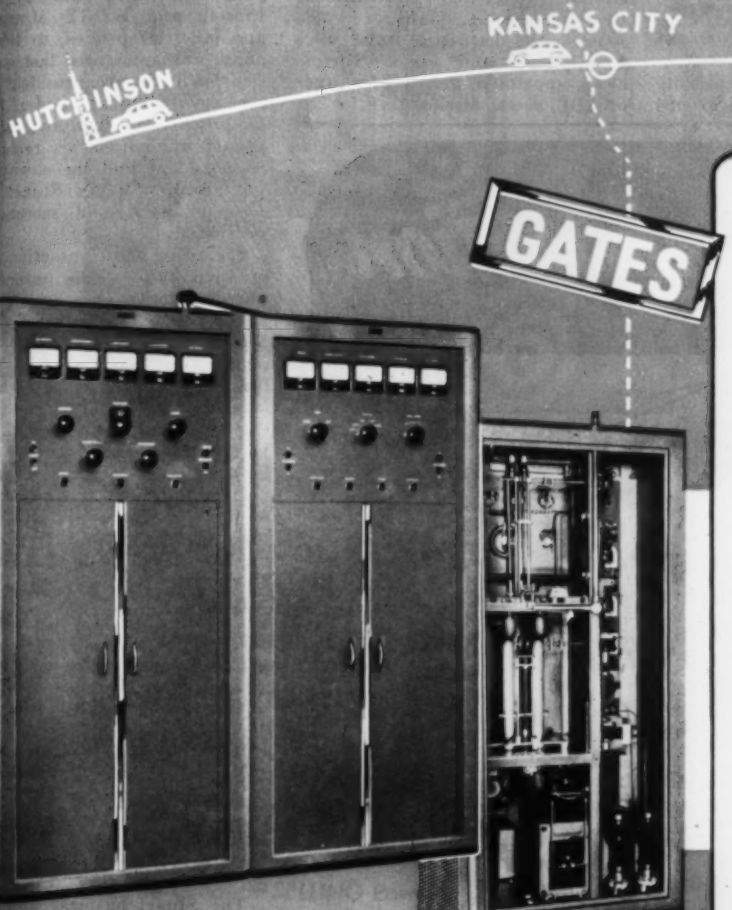
French language evening programs for January were led by *Un Homme et Son Peche* 41; *Radio Carabins* 36.7; *Ralliement du Rire* 35.8; *Metropole* 34.8; and *Enchantant dans le Vivoir* 32.8. Most popular daytime French language programs were *Jeunesse Doree* 27.7; *Rue Principale* 27.5; *Tante Lucie* 21.9; *Les Joyeux Troubadours* 19.7; and *Grande Soeur* 19.6.

Show in Rhyme

KASPER-GORDON, Inc. of Boston, Mass., is offering a new half-hour musical variety transcribed program, *The Spice of Life*, written completely in rhyme. Distribution of the show will be limited to one sponsor in each town. Cast of the program includes Virginia Hauer and Dave Ballantine singers; "Men of Melody", novelty quartette, Al Navarro, saxophone and clarinet player; Lee Daniels pianist; Eddie Kasper, m.c. and Sammy Eisen and his band.

RADIO CLUB OF AMERICA will hold its annual Radio Amateur Night program on Fri. Feb. 27, in the Western Union Auditorium, 160 W. Broadway, New York, at 8 p.m.

Sales Managers can be 'Errand Boys'



Above is the Gates BF-3A, 3-kilowatt FM transmitter. The 250 watt cabinet on the left is a complete transmitter and can be used alone if desired and the 3-kilowatt amplifier added later.

The above illustration is a rear view of the 3-kilowatt amplifier, BF-3A. Information on the complete transmitter is available for the asking.

Have you ever been in an ice storm, when the power lines are dragged to the ground and poles snap off like matchsticks under tons of ice load,— huge trees are stripped of branches?— And then in restoring power to your radio station an accident happens and many times the proper voltage comes into your transmitter and burns out the main power transformer?

This happened to one of our customers out in Kansas. He sure was in trouble but he knew he could depend on Gates.

A few hours later the Gates Sales Manager with the transformer was on the road to a half-way meeting point and next morning the station was back on the air,— at least a day sooner than if usual forms of transportation had been used.

Sales Managers don't generally do this. But when one of our customers is in trouble we will do anything possible to give the necessary service. It's one of the unseen things you get when you buy Gates.

This Year is G-Year ----
The Swing's to GATES ---- in '48

Gates Radio Company
Quincy---Illinois

BRANCHES—Eastern Sales Office: Warner Building, 13th & E Street, N. W., Washington 4, D. C. Western Sales Office: 574 Hargrave Street, Inglewood, California. 2227 East 10th St., Tulsa 4, Okla.: 246 Baltimore, Waterloo, Iowa. Canadian Sales: Canadian Marconi Co., Montreal. International distribution overseas: Westinghouse Electric International Co., 40 Wall St., New York 5.

TV SOCIETY

A MOVEMENT is underway in Chicago among video personnel in agency, network, station and other related fields to found an independent organization designed to further civic welfare of television, it was learned last week.

The proposed organization would be comparable to the American Television Society in New York, after which it would be patterned, but would operate without affiliation to ATS, it was indicated. Objectives would be generally similar to those of ATS but amenable to the particular needs and demands of members of the Chicago counterpart. Chapter also would serve as a kind of coordinating group for civic TV activities, as well as endeavor to promote Chicago as a television center.

Two meetings already have taken place, according to Fran Harris, video director of Ruthrauff & Ryan, one of the prime supporters of the movement. Another is scheduled for this week, with prospect of between 50 and 60 interested parties attending. Discussions will center chiefly around specific objectives, a proposed charter and possible steps looking toward election of officers. Name for the organization also remains to be chosen.

Those attending one or both of previous meetings included Fred Kilian, ABC; Jules Herbuveaux, NBC; Ross Littig, J. Walter Thompson Co.; George Rich, Olian Advertising Co.; Art Holland, Malcolm-Howard Agency; Ardien Rodner and Norman Lindquist, Television Advertising Productions; Reinald Werrenrath, Don Meier, and Donald Cook, WBKB; Ralph Liddel, Commonwealth Edison Co.; Gibson Franks, Electric Club, and others.

Present movement reportedly grew out of two separate groups whose purposes in establishing such an organization were basically similar. Originally spearheading the other group, plans of which were in the discussion stage, were Mr. Rodner and James Stirton, newly-appointed general manager of ABC, it was disclosed.

Chicago Plans Group Similar to ATS

Thanks to JCP

"BAN LIFTED ON FM" was the headline of full page newspaper ads recently placed by Gross Distributors Inc., exclusive Stromberg-Carlson distributor in New York, New Jersey, Connecticut and Western Massachusetts. The ads appeared in *New York Herald Tribune* Feb. 6 and *New York Times* Feb. 3. The firm exhausted its supply of 2000 circulars on the "Story of FM" as a result of the promotion.

Chas. Stuart Sells His Radio Holdings

Brother Succeeds to Presidency Of Firm Owning 3 Stations

Chas. Stuart

Jas. Stuart

SALE of his stock interest in Stuart Investment Co., holding company for KOIL Omaha, KFOR Lincoln and WDGY Minneapolis and other properties, to the company, was announced last week by Charles T. Stuart, president of the investment company and of the radio properties. Simultaneously, Mr. Stuart announced his resignation as president and the elevation of his brother, James Stuart, from vice president and secretary to president.

Following the transaction, which entailed 49% of the parent company's stock, and which gives James Stuart 99% ownership, the latter announced that the operating companies would remain intact. Melvin Drake, vice president and director of WDGY, who is resident in Minneapolis, will continue in that capacity along with his directorships in the Omaha and Lincoln stations. W. J. Newens, manager of KOIL, was elevated to a vice presidency and directorship, as was Harry Peck at KFOR.

Plans Not Announced

Charles Stuart has not announced future plans but is expected to return to business in the Middle West. He has been president of the Stuart operations since 1939, succeeding his father, the late Charles Stuart. James Stuart served as a captain in the infantry in the European theatre of operations in World War II and returned to the Stuart organization in 1945, assuming a vice presidency.

The Stuart business was established in 1880 by the grandfather of Charles and James, James Stuart. Properties in addition to the stations include substantial real estate holdings and an insurance agency.

In the transaction, Charles Stuart retained his stock interests in the First National Bank of Lincoln and in the Lincoln Telephone and Telegraph Co., as well as substantial real estate holdings.

KXLL to Join NBC

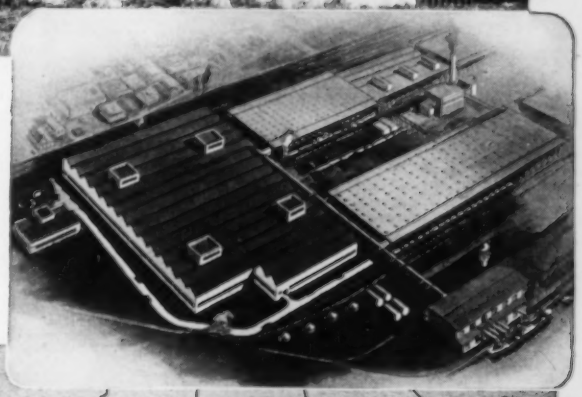
KXLL MISSOULA, Mont. will join NBC Feb. 29 as the network's 169th affiliate. The station will operate unlimited time with 250 w on 1450 kc.

Unbeatable Combination

CBS
WGST
ATLANTA
Georgia's 2nd Station in Family Coverage
According to Broadcast Measurement Bureau

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Three Beauties of the Deep South



1. THE BLANC HOUSE, New Orleans. One of the famed picturesque homes of the Deep South.

2. INTERNATIONAL HARVESTER PLANT planned for New Orleans. Another Southern industry, another reason why this area continues to forge ahead — exceeding the national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH
50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

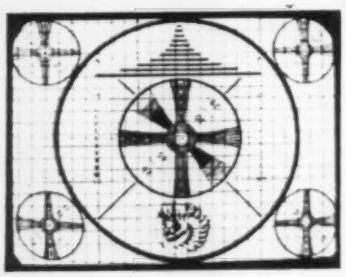
50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

VIDEO DEVICE
Used in Checking Alignment, Is RCA Development

A NEW DEVICE to check the linearity and speed the precise alignment of television picture tube circuits has been announced by the RCA Test and Measuring Equipment Section.

The mechanism, called the RCA Grating Generator (Type WA-3A), is said to be the first commercial instrument of this type. It is designed to provide both TV set manufacturers and TV broadcasters with a means for determining the correct linearity alignment of deflection circuits for receiver picture tubes and camera pickup tubes.

The generator produces on the picture tube a pattern, consisting of crossed horizontal and vertical bars, similar to a lattice or grating.



This television test pattern is produced by the RCA Grating Generator. Equal spacing of the horizontal and vertical lines, as shown, indicates correct alignment. Improper alignment would result in crowding or spreading of the bars.

The horizontal bars are used for checking vertical alignment, and the vertical bars for checking horizontal alignment. Equal spacing between bars indicates perfect linearity.

FACSIMILE EQUIPMENT PROVIDED UNIVERSITY

LABORATORY EQUIPMENT capable of transmitting a daily facsimile newspaper is being installed at the U. of Missouri School of Journalism through arrangements with the St. Louis Star-Times Publishing Company.

The company, which owns KXOK and KXOK-FM St. Louis and KFRU in Columbia, where the university is located, has offered the equipment for a period of two years with provisions allowing extension requests at the end of that period, according to Frank L. Mott, dean of the school of journalism.

Dean Mott said that facsimile will be made a course of study with a series of scientific studies contemplated to explore its relation to the field of journalism.

Atlantic Region Problem Concerns CBC Conference

PROGRAMS, commercials and internal operating problems of the Trans-Canada and Dominion networks were discussed by stations and Canadian Broadcasting Corp. management at Hotel Brunswick, Moncton, N. B. Feb. 9 and 10. No decisions were arrived at, but sessions were round-table meetings to air difficulties of individual network stations and problems of the CBC in supplying the Atlantic region stations except for CBH Halifax, and CBA Sackville, which are CBC-owned, all stations on networks in Atlantic region are independently owned.

Attending the meetings were: Maj. Wm. Borrett, CHNS Halifax; Charles McDougall, CJCB Sydney, N. S.; Malcom Neill and Austin Moore, CFNB Fredericton, N. B.; George Cromwell, CHSJ St. John; Laurie Smith, CJLS Yarmouth; Stan Chapman, CKNB Campbellton; Norm Botterill, CFBC St. John; Fred Lynds, CKCW Moncton; Bob Large, CFCY Charlottetown; Ralph Ricketts and Clyde Nunn, CJFX Antigonish, N. S. Representing CBC were A. D. Dunton, chairman, Ottawa; George Young, stations relations, Toronto; Austin Weir, commercial manager, Toronto; Bud Walker, Dominion network supervisor, Toronto; Harry Boyle, Trans-Canada network supervisor, Toronto; W. E. S. Briggs, Maritimes region representative, Halifax; S. R. Kennedy, CBH Halifax; and H. M. Smith, regional engineer, CBA Sackville.

CBC Board Meeting In Ottawa March 19

APPLICATIONS FOR four new AM stations and one new FM station were scheduled for hearing at 58th meeting of the Canadian Broadcasting Corp. board of governors at Ottawa, March 19-20. Louis Rahey has applied for 1 kw station on 730 kc at Sydney, N. S.; L. W. Flett has applied for 250 watts on 1340 kc at Newcastle, N. B.; B. Allen Heeney has applied for 250 watts on 1240 kc at Geraldton, Ont., and Department of National Defence has asked for 100 watt station at Dawson, Yukon. New FM application is by W. C. Moorhouse for 250 watts at Chilliwack, B. C.

CHGB St. Anne de la Pocatiere, Que., has applied for 250 watt shortwave broadcasting station. A number of stations have applied for emergency transmitter licenses including CFOS Owen Sound, CKBI Prince Albert, and CJLS Yarmouth. Transfer of control of licensee has been requested by CJIB Vernon, B. C., with original owners selling out. Other stations have applied for share transfers and change in company name.

Agencies Network

SOUTHWEST members of Affiliated Advertising Agencies Network held a two-day regional meeting in Fort Worth Feb. 14 and 15. W. I. Brockson, of Gebhart and Brockson, Inc., Chicago, national director of AAAN, attended. The host member agency was Advertising Business Agency, Fort Worth.

Silver Plate
YOUR PROFIT STATEMENT
PROFIT
1943
1944
1945
1946
1947
Bank on KFH to carry your sales message to folks who can buy and "silver plate" your profit statement. We've been putting products on top in this rich market for 25 years. Ask any Petry office.
25 YEARS
KFH
SILVER ANNIVERSARY
K F H
CBS
THAT SOLID SECTION OF KANSAS' RICHEST MARKET
WICHITA IS A HOOPERATED CITY
KFH WICHITA
WICHITA KANSAS OKLAHOMA
CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

TOPS IN THE NATION FOR 1947!

FAT STEERS Bring $41.65

On December 31, 1947, Karl Hoffman, Ida Grove, Iowa, brought 15 fat yearling steers to the Sioux City Market which sold to the Cudahy Packing Company for $41.65 per hundredweight, an all-time high. Mr. Hoffman is an outstanding feeder, having won grand championship honors at every major livestock show in the United States for the past six years. Mr. Hoffman is a WNAX listener, as are many thousands of successful farmers in Big Aggie Land.

Fattened by a LISTENER TO WNAX
(Karl Hoffman, Ida Grove, Iowa)

Fed a Product ADVERTISED ON WNAX
(Cudahy's All Purpose Mineral Feed)

Sold at a Market ADVERTISED ON WNAX
(Sioux City Central Public Market)

Unusual, yes, but it illustrates clearly the cash Big Aggie farmers are making. (Mr. Hoffman grossed $6,003.85 on this one sale alone.) Farmers in this richest agricultural region in the world are making money—a lot of it.

Write us or see Katz for details on a WNAX program that will tap this "fat" market for your product.

*Slo-Baked

Wonder Bread

No wondering about results when you put WHHM on top of your Memphis Market budget list . . for WHHM has consistently shown that attentive audience plus High Hoopers brings in results for advertisers •

WHHM is no "loafer" when it comes to selling. Advertising "pans" out and there's nothing Slo about sales when you use WHHM •

To get the productive "dough" in Memphis, use the station that offers you and every other timebuyer

MORE LISTENERS PER DOLLAR IN MEMPHIS

Member ASSOCIATED PRESS

WHHM

MEMPHIS, TENN.

Memphis' "yeasty" station

Patt McDonald, General Manager

Forjoe & Co. Natl. Reps.

*Thanks, Wonder Bread for the Slogan

Also for those spots on WHHM ! !

WJBW CONFLICT

Community Property Law Involved

A QUESTION of the effect of the Louisiana community property law on FCC's disposition of the pending WJBW New Orleans conflict was raised last Tuesday in oral argument before the Commission *en banc*.

FCC has proposed to deny Charles C. Carlson's application for renewal of the WJBW license and to grant the application of his divorced wife, Mrs. Louise C. Carlson, for a new 250-w station on WJBW's 1230-kc frequency [BROADCASTING, Dec. 15].

Harry Hill, New Orleans attorney for Mr. Carlson, told FCC during oral argument that even with this disposition Mr. Carlson would still have a half interest in the WJBW property under the state's community property laws, and that the Commission would be powerless to prevent it.

Claims Share

Even if Mrs. Carlson should set up an entirely new station, as she proposes, Mr. Hill said, her former husband would be entitled to a share of the net profits through Louisiana law's recognition of such intangibles as "good will" and "a going concern."

Vincent B. Welch, Washington attorney representing Mrs. Carlson, denied the Louisiana statutes would lead to such a result. He quoted a law partner of Mr. Hill as testifying, during the hearing in 1946, that Mrs. Carlson was "in no sense a partner" of her former husband at that time.

Mr. Hill maintained that Mrs. Carlson had offered Mr. Carlson a "settlement." Mr. Welch countered that the offer had come from Mr. Carlson and had been rejected by Mrs. Carlson on his (Mr. Welch's) advice.

FCC's proposed denial of license renewal was based largely on technical violations. Mr. Hill insisted that the public was "more than satisfied" with WJBW's operation under Mr. Carlson, who has been licensee for almost 22 years, and that complaints have come "only from employes of this Commission and from the divorced wife of Mr. Carlson."

He said that wartime conditions were responsible for Mr. Carlson's failure to meet standards in many instances, that he "did everything in his power" to abide by FCC rules, and that to revoke a license after 20 years would be, under these circumstances, like "meting out the death sentence for stealing a loaf of bread or a spool of thread."

Mr. Welch noted that more than 100 separate citations had been issued against WJBW and contended that there had been violations both before and since the war. He claimed WJBW's 194 payroll totaled $3,300. After the station employed a "good engineer," he said, Mr. Carlson ordered him off the property at gunpoint. To Mr. Hill's plea that Mr. Carlson is not an engineer, Mr. Welch contended the record shows him as chief engineer and that part of his salary is for that position.

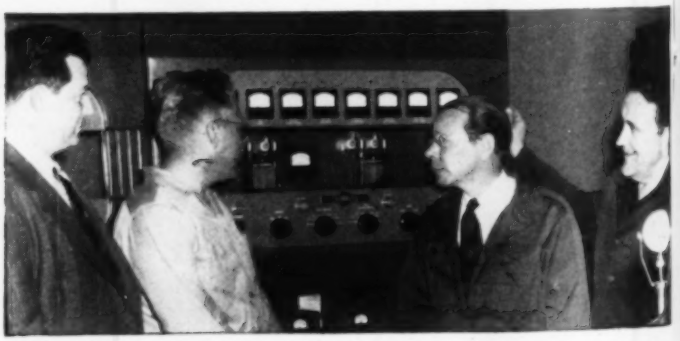
WXKW Plans to Take Air About March 1 at Albany

WXKW Albany, N. Y., owned by the Champlain Valley Broadcasting Corp., plans to go on the air about March 1, the station management has announced. It will be a 10-kw fulltime ABC outlet operating on 850 kc. Studios occupy the fifth floor of Albany's First Trust Co. Bldg.

Stephen R. Rintoul is president of the licensee and Harold H. Meyer is general manager of the station. Arthur Schoenfuss is chief engineer.

Most recent appointment to the WXKW staff is that of Grer Rand, former assistant manager of WOKO Albany, as sales manager. Mr. Rand, before becoming WOKO assistant manager, had been an announcer and education director of WOKO and WABY Albany.

KAKE Wichita, Kan., has received certificate of appreciation from War Dep officials for station's presentation of A Force program, "Flight Into the Pas



CHECKING EQUIPMENT as KRAM Las Vegas, Nev., took the a in January are (l to r): Truman B. Hinkle, station general manage Roy Rockstrom, chief engineer; John Scales, engineer for Weldon Carr, equipment firm, and Edward J. Jansen, president of Boulde City Broadcasting Corp., licensee. Station is a 1-kw daytimer on 920 k

MIGHTY PURTIE MILKIN' DRESS, SALLY-GAL!

You know the statistics—you know that the farm families in WDAY's fabulous Red River Valley have more money to spend this year than ever before—on luxuries as well as necessities.

But do you know WDAY's *hold* on those rich farm people? Do you know, for instance, that one Fargo store recently sold $6,500 worth of $125 oil heaters from *one* 100-word announcement on WDAY?

Ask your *local representative* about radio—and WDAY—in the Red River Valley. He knows!

WDAY

FARGO, N. D.

NBC 970 KILOCYCLES 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

To reach the *profitable* market in Utah (and in most other western states, for that matter) you don't need to cover every square mile, many of which are quite lonely. Most Utahns are concentrated within the rich 9-county oval centered at Salt Lake City.

Here's the breakdown in percentages:

	In KDYL 9-County Oval	In the Remainder of Utah
Population	78.67%	21.33%
Retail Sales	84.25%	15.75%
Buying Income	86.62%	13.38%

The significant point is that throughout this populous 9-county area KDYL is the *popular* station.

National Representative: John Blair & Co.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Tennessee Ad Firm Praises Efficiency

EDITOR, BROADCASTING:

BROADCASTING has become one of our most reliable information services.

It would seem you render efficient service far beyond worth of annual subscription.

The news makeup appears improved. Captions are easy to spot. Better order to FCC reports would be our only constructive comment, and guess the time factor prevents this.

Wm. Pence
Pence & Co. Advertising & Public Relations
Johnson City, Tenn.

* * *

Agency Head Offers 'CARE' Gift Idea

EDITOR, BROADCASTING:

Here's an idea that might be worth passing on to other advertising agencies via the pages of BROADCASTING.

Every year at Christmas we pull our hair out here at Lindsay Advertising wondering what we can give our good customers and trade friends that they can use and appreciate and yet won't seem like a bribe. This year we hit on an excellent solution and sent each of them a letter saying that a CARE package had been sent by the agency in their name.

Merrill K. Lindsay
Lindsay Advertising
New Haven, Conn.

* * *

St. Louis U. Video Plea Not Non-Commercial

EDITOR, BROADCASTING:

In reading your story on Page 93, issue of February 9 of BROADCASTING where reference is made to St. Louis U. filing TV application, you have erroneously listed application as non-commercial.

This is very much in error as our application for CP is definitely for a commercial television station. In fact, in the same issue of the magazine on Page 79, under FCC Actions, our application is listed as commercial.

Nick Pagliara
General Manager
WEW St. Louis

* * *

World Audience Need Held Vital

EDITOR, BROADCASTING:

Congratulations on your recent editorial "Are There Ears to Hear?" Our country needs desperately, a mass audience in the rest

(*Continued on page 86*)

WBOW WCHS WMBD Given Contest Plaques

FOR THEIR SKILL in promoting the daytime serial, *Linda's First Love*, WBOW Terre Haute, Ind., WCHS Charleston, W. Va., and WMBD Peoria, Ill., have been awarded plaques by the Ralph H. Jones advertising agency. Winning station promotion personnel handling the campaign received RCA portable radios. The promotion took place last fall in connection with the 65th anniversary of the Kroger Co., sponsor of the program.

Four additional stations receiving honorable mention certificates were: WLW Cincinnati; WBNS Columbus, Ohio; WOOD Grand Rapids, Mich.; WOWO Ft. Wayne. The five-week station promotion contest was planned by the agency to intensify the big advertising campaign launched by Kroger.

* * *

STATION AWARD cocktail party at which plaques were given included this group gathered around a certificate (l to r): Kathryn M. Hardig radio timebuyer, Ralph Jones Agency; Stan Barnett, WOOD manager; Lenore Little, WOOD promotion director; James M. Nelson, agency vice-president and Kroger account executive; Helen Kennedy, assistant advertising director of the Kroger Co.

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

Jane Wyman and Jimmy Stewart, stars of Lux Radio Theater's recent production of "Magic Town."

WMT has the BIG audience out front when the curtain rises on The Lux Radio Theater

Another CBS Hooper-rated "First" keeps WMT delivering more important listeners at less cost

When it's Lux Radio Theater time in WMTland, top hats are scarce in the first-night audience. The prosperous theater-goers till the rich farmland and operate Eastern Iowa's humming industries. Though far from top hats and Hollywood, they're near the top of the income brackets. And WMT keeps them informed, amused, and entertained. Tell *your* sales story to this important market* on Eastern Iowa's important, economical station. The Katz Agency man has complete details.

**1,131,782 persons within WMT's 2.5 MV line.*

WMT

Cedar Rapids

BASIC COLUMBIA NETWORK

600 KILOCYCLES 5000 WATTS DAY AND NIGHT

MEMBER MID-STATES GROUP

610 KC

FCC Rejects Roanoke Plea; Maintains WSLS Grants

FCC last week rejected Virginia Broadcasting Corp.'s efforts to get a non-hearing grant for a new 250-w station on 1240 kc at Roanoke or to upset the 610-kc, 1-kw grant issued five months ago to WSLS Roanoke.

The Commission also refused to modify the interference conditions imposed on WLVA Lynchburg's grant for 590 kc with 1 kw, describing the Lynchburg station's arguments as being "without merit in that they presume that the Commission will not exercise its licensing function in a manner designed to serve the public interest, convenience, and necessity."

Virginia Broadcasting and WSLS originally competed for the 610-kc assignment. WSLS won, but in the proposed decision FCC suggested that it would give Virginia Broadcasting the 1240-kc spot vacated by WSLS. Then another applicant, WROV Roanoke, filed for 1240 kc. FCC's final decision then denied Virginia Broadcasting's 610-kc bid but left the way open for the firm to compete for 1240 kc [BROADCASTING, Sept. 15, 1947].

Virginia Petition

Virginia Broadcasting contended, in a petition filed Oct. 1 for reconsideration or rehearing, that it had not been in a position to oppose the proposed decision, since it stood to win 1240 kc, and that actually it seemed obvious from the wording of the proposed decision that the company had received a grant for that frequency.

FCC replied, in its opinion and order last Monday, that WROV's application for 1240 kc had made it impossible to carry out the original proposal to grant that frequency to Virginia Broadcasting without comparative consideration of the two applications. Further, the Commission insisted, the proposed decision was clearly a proposal, "not final action."

Virginia Broadcasting is owned largely by Roanoke business and professional men with Carleton D. Smith, manager of NBC television, owning 15% interest. Randolph G. Whittle, Roanoke attorney, is president and owns 22½%.

WLVA Case

In the WLVA case, which was part of the proceeding involving WSLS, Virginia Broadcasting, and other applicants for 590 and 610 kc, the Lynchburg station objected to FCC's requirement that it take its 590-kc grant subject to any interference that may be received in event of grants of pending applications of WARM Scranton and WBAX Wilkes-Barre. WLVA claimed the language was so broad that it could result in ruinous interference and conditions harmful to public interest.

FCC, dismissing the arguments as being "without merit," noted that it had refused WARM's plea for comparative consideration with WLVA. The conditions involved, FCC said, were designed to permit "such minor interference as may be imposed" without making a competitive hearing necessary.

TWENTY YEARS is a long time. That was consensus of this group backstage during the KPRC Houston and WOAI San Antonio joint celebration of 20 years affiliation with NBC [BROADCASTING, Feb. 9]. L to r: Edgar Bergen, guest star; W. P. Hobby, president of KPRC and *Houston Post;* Easton Woolley, director of Stations Dept., NBC; and Jack Harris, KPRC general manager.

PHILLY OUT-OF-TOWN LISTING PLAN ENDED

PHILADELPHIA Broadcasters Listing Service terminated its service Feb. 17.

The listing service, operated for the past 11 months by S. Shaltz, head of Adelphia Assoc. Philadelphia publicity firm, had fed to 15 daily newspapers in a 60-mile radius the broadcast schedules of Philadelphia's KYW, WCAU, WFIL and WIP. In addition, the service also wrote a radio column for the *Wilmington* (Del.) *Star*. This, too, was discontinued.

According to Mr. Shaltz, withdrawal of WFIL and WIP meant that the service could not continue. These stations felt that the service, operated on a daily basis without charge to the newspapers, had outlived its usefulness.

"DON'T SAY HELLO"*

This Famous Program For Sale In Your City

(one station per city)

YOUR EXCLUSIVE PROPERTY FOR ONE YEAR

- *Use it to promote your station*
- *Use it to sell a sponsor*

Your Cost So Low It Will Amaze You

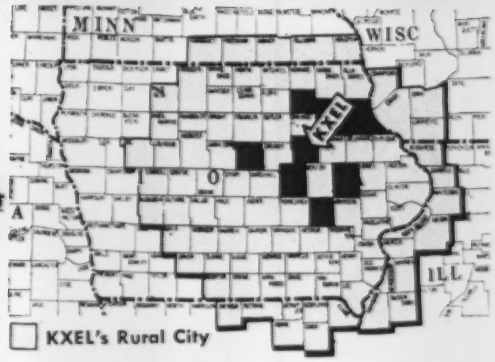
Write, wire or telephone:
JAMES E. GORDON,
VICE PRESIDENT & GENERAL MANAGER

*Trade Mark Registered

ST. CHARLES HOTEL **WNOE** NEW ORLEANS, LA.

How Listening Habits Have Changed in IOWA

HERE'S WHAT'S HAPPENED in Just Eight Counties of KXEL's GREAT RURAL CITY



Exhaustive Telephone Survey* (14,083 telephone calls) reveals that KXEL's Voice of Agriculture dominates listening homes in Iowa's richest Industrial and Agricultural area of "The KXEL Rural City." At the hub of this "rural metropolis" is Waterloo and Black Hawk County, where over $100,000,000 in manufactured goods is produced annually.

*Prepared by Robert S. Conlan and Associates, Inc., Kansas City, nationally recognized independent Radio Audience Surveyors.

DAY TIME LISTENING

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Morning	After-noon
KXEL	38.7	30.4
Station A (Des Moines 50,000 Watt NBC outlet)	20.8	32.0
Station B (Cedar Rapids 5,000 Watt CBS outlet)	16.8	13.3
Others (Over 18 stations)	23.7	24.3

NIGHT TIME LISTENING

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Evening
KXEL	32.1
Station A (Des Moines 50,000 Watt NBC outlet)	36.6
Station B (Cedar Rapids 5,000 Watt CBS outlet)	20.7
Others	10.6

TOTAL OF ENTIRE SURVEY

KXEL	32.9
Station A (Des Moines 50,000 Watt NBC outlet)	31.5
Station B (Cedar Rapids 5,000 Watt CBS outlet)	17.1
Others	18.5

In the 8 counties tested, KXEL listening ran as high as 3.3 TIMES THE LISTENING AUDIENCE OF ANY OTHER STATION. In prosperous Chickasaw County KXEL dominated with 52.4% of the morning listening homes, 37.2% of the afternoon listening homes, 30.6% of the evening listening homes.

KXEL's superb programming not only wins a new and ever-increasing listening audience, but also LEADS ALL RADIO STATIONS IN NATIONAL FARM SERVICE PROGRAM AWARDS WITHIN THE LAST TWELVE MONTHS.

These are just a few of the facts contained in the Conlan Survey. Complete details on KXEL's Great Listening Audience can be obtained by writing Josh Higgins Broadcasting Company, Waterloo, Iowa, or contacting your nearest Avery-Knodel representative.

50,000 WATTS **KXEL** **50,000 WATTS**

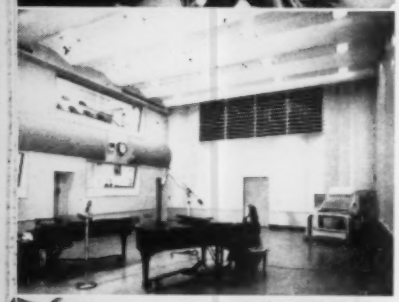
JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by
AVERY-KNODEL, Inc.

COVERING THE GREAT
"KXEL RURAL CITY"

KOMO

NEW facilities below (in descending order): Top, reception room with its wall mural "Across Horizons" depicting personality and scope of radio; second from top, audience participation studio on street level; middle, large organ studio with clients' booth on second floor level; second from bottom, the master control room; bottom, test kitchen used by Home Economist Katherine Wise and also used as the "coffee bar."



Million-Dollar Studios Dedicated This Week

KOMO SEATTLE, NBC affiliate, this week will formally open new studios, which engineering experts and veteran broadcasters have called the most modern and functional in the Pacific Northwest.

Representing an investment in excess of $1,000,000, the new facilities at Fourth Avenue and Denny Way will be launched Wednesday with an international formal opening and dedication, to which Washington's Governor Mon C. Wallgren, Seattle's Mayor William F. Devin, and officials of other cities in Washington and British Columbia have been invited. Over 1000 have been invited to the week-long festivities, which were scheduled to start yesterday (Sunday, Feb. 22) with a preview for KOMO employes and their families.

Planned for more than three years, the newly completed studios reflect the engineering ideas of O. W. Fisher, KOMO president and general manager. The building was designed in collaboration with the station's engineers, headed by F. J. Brott, chief engineer, and was erected by the Austin Co.

Sanctum Sanctorum

Perhaps the most spectacular innovation is the "thinking room." Isolated from operational, administrative and public traffic lanes, the "thinking room" is intended for creative writers, producer, directors and other creative workers.

United Press regional headquarters staff is located in two offices on the main floor. The station's own news-gathering and editing operations supplement dispatches from UP wires.

Isolation of sound was a special problem since the building is located on a major traffic artery. To achieve 100 decibels of sound isolation, it was necessary to begin with the reinforced concrete outer wall of the building, and to filter out the sounds with air pockets, fiber glass, cork and pumice block in addition to the latest type of studio wall sound-proofing.

Each studio unit, including the control booths, is installed on the "room within room" principle. Air conditioning not only filters the air but it controls the humidity to achieve maximum acoustic consistency.

Major items in KOMO's new studio equipment were custom built by RCA to the station's specifications, including the five booth control consoles and the master control console, coordinating and interlocking the several studio controls.

Each of the five control-booths is equipped with RCA turntables, of

(*Continued on page 42*)

FCC Cuts Renewal Data Requirements

May 1 Group Only Told to Omit Commercial Continuity Data

RECOGNIZING that "various problems have arisen," FCC last week told stations whose licenses expire May 1 that they may disregard the new renewal form's request for data on "commercial continuity."

The "various problems" were not officially enumerated, but were understood to center on the fact that stations heretofore have not had to report on "commercial continuity" and apparently do not have adequate records on the subject. Also, it was pointed out, the term has never been formally defined and has been given divergent interpretations by broadcasters.

The question arises in the newly adopted renewal application form No. 303, in Paragraph 3(a) of Part I, Section IV, where stations are told to show the number of 14½-minute periods in which none, one, two, three, four, and five or more "spot announcements or commercial continuity" were carried. FCC's order last week told stations to disregard the reference to commercial continuity and to answer the question only insofar as it concerns spot announcements.

Doesn't Apply to All

The Commission made plain that the waiver applies only to the approximately 190 stations whose licenses expire May 1 and who consequently must file renewal applications by March 1. There was no indication whether the waiver might be continued for stations whose terms expire at the next renewal date, Aug. 1.

"Commercial continuity" apparently was intended to mean the number of commercial messages carried within a sponsored program, as distinguished from spot announcements. It was felt that neither networks nor stations had adequate records, since such information has not heretofore been called for.

The requirement reportedly was inserted by FCC into the final version of the new application forms after the industry advisory committee and the Budget Bureau representatives, who counseled with the Commission in revising the forms, had completed their work. Wayne Coy, now FCC chairman, was head of the advisory group which assisted in the reorganization of the forms.

KMFR Now KMON

CALL LETTERS of KMFR Great Falls, Mont., have been changed to KMON, formerly held by Sun River Broadcasting Co., whose license in that area has been deleted, according to Robert H. Warner, general manager of Montana Farmer Broadcasting Corp. which requested the change of FCC.

Planned home of WPIX.

* * *

WPIX (TV) in New York Adds Four to Its Staff

WILLIAM SLOAT, formerly technichal consultant for WEW and WEW-FM St. Louis and previously a member of the CBS television department, has joined the engineering staff of WPIX New York, now under construction. John Merry, for the past six years transmitter and studio engineer for KXOK and KXOK-FM St. Louis, also has joined the engineering department of the *New York Daily News* television station.

Rudolf Bretz, ex-CBS film editor, and Alice Cooke, former executive assistant to Paul B. Mowrey, ABC director of television, have joined WPIX as assistant manager of news and special events, and coordinator of programs, respectively.

Robert L. Coe, WPIX manager, said last week that surveys for the installation of steel for the transmitter and 307-ft. tower are under way. First shipment of steel for the prefabricated tower was scheduled for Feb. 21. Opening date is approximately June 15.

WJOB Hammond to Build New Studios for AM, FM

SOUTH SHORE Broadcasting Corp., operating WJOB, 250-w full-time outlet on 1230 kc at Hammond, Ind., plans to erect new studios and offices to house WJOB's AM facilities and its new 20-kw FM transmitter.

Plans were announced earlier this month as the corporation completed a reorganization following purchase of the interest of O. E. Richardson, former WJOB manager. The new 400-ft. steel tower will be northern Indiana's tallest structure, according to WJOB. Construction of the new plant is expected to be completed by yearend.

Direction of WJOB's affairs, it was announced, is now in the hands of Robert C. Adair, manager.

Omaha, the HUB of the Middle West, is the BIGGEST butter producer in the U. S.! Pictured above is a section of the C. A. Swanson and Sons butter churn room, the BIGGEST *in the world!* Butter making is a BIG industry, in a BIG community, covered by the BIG station KFAB. For the BEST coverage and the BIGGEST results in this BIG market, use the BIG station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

KOMO

(*Continued from page 40*)

which there are fifteen in all.

KOMO's Home Economics Department, whose director, Katherine Wise, broadcasts each morning, Monday through Friday, will have its own test kitchen.

The station's new 50-kw transmitter, located 15 miles southwest of Seattle on Vashon Island, stands at an elevation of 300 feet with vertical radiators 500 feet high.

When KOMO goes to 50 kw, a development expected in the near future, the station's radiated signal will be increased tenfold.

Other plans for the future include installation of television facilities, as well as FM which has already been authorized by the FCC. Installation of FM equipment in the master control room has been completed, O. W. Fisher revealed last week, and an FM tower and antenna have been ordered, to be erected north of the studio building.

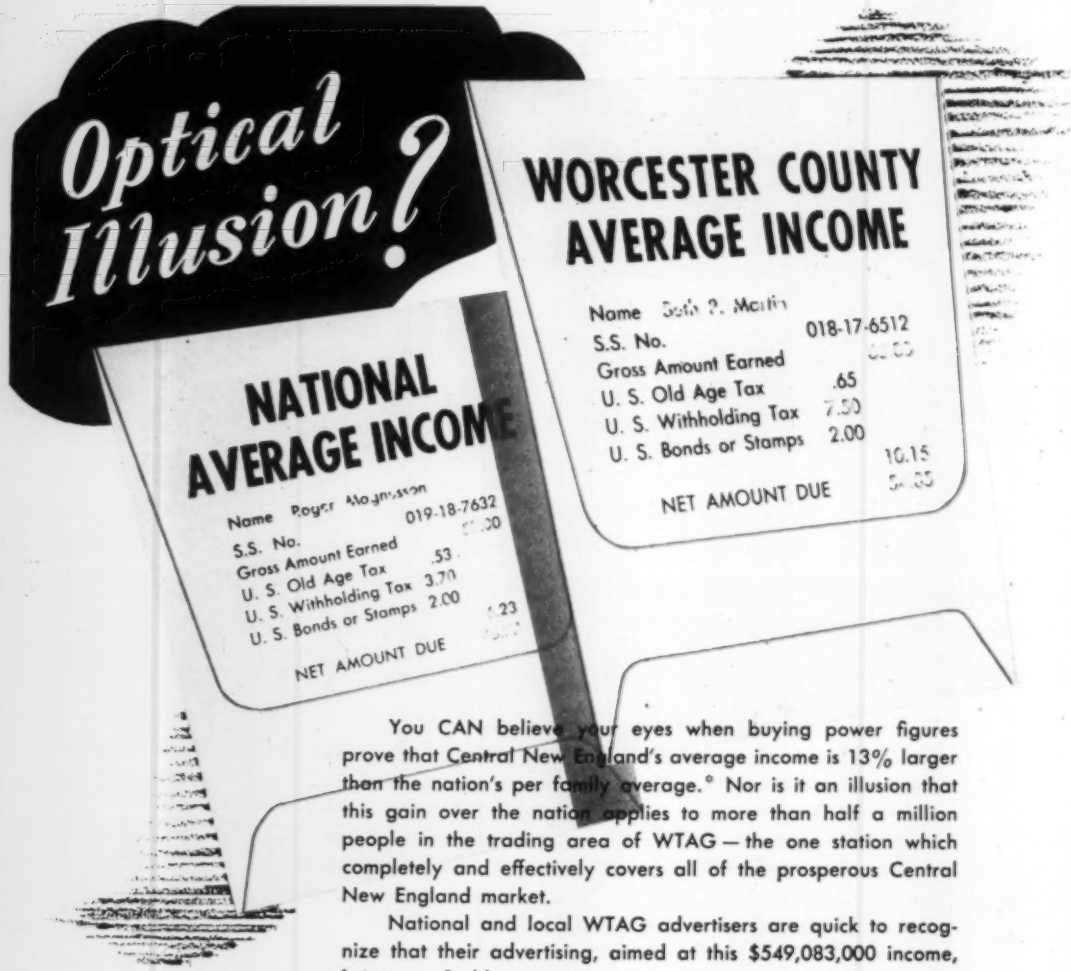
Owned since Dec. 31, 1926, by Fisher's Blend Station, KOMO joined NBC as a network affiliate April 5, 1927. The station remained in its original studios in the basement of the Cobb Building until July, 1933, when it moved to the Skinner Building studios, which it occupied until completion of the present facilities at Fourth Avenue and Denny Way. The Fisher interests, active in Fisher Flouring Mills Company, also owned KJR Seattle until an FCC decision resulted in sale of KJR to Marshall Field in the fall of 1946.

Staff Setup

Present officers and department heads of KOMO include: O. W. Fisher, president and general manager; D. R. Fisher, vice-president and treasurer; R. D. McCarnack, assistant to the president; Ray Baker, commercial manager; Richard E. Green, manager, national sales and sales service, public relations and station promotion; B. I. Fisher, operations director; W. W. Warren, program manager; F. J. Brott, chief engineer, and S. D. Bennett, development engineer. Directors of the corporation are D. R. Fisher, O. D. Fisher and O. W. Fisher.

SBA Dinner

SPORTS Broadcasters Assn. will hold its annual dinner Feb. 24, with Harold E. Hoffman, former governor of New Jersey, as toastmaster and James A. Farley and New York's Mayor William O'Dwyer among the speakers. A 12-inch DuMont television set will be given as a prize at the dinner.



You CAN believe your eyes when buying power figures prove that Central New England's average income is 13% larger than the nation's per family average.* Nor is it an illusion that this gain over the nation applies to more than half a million people in the trading area of WTAG — the one station which completely and effectively covers all of the prosperous Central New England market.

National and local WTAG advertisers are quick to recognize that their advertising, aimed at this $549,083,000 income, brings profitable returns.

*Sales Management Survey of Buying Power

WTAG WORCESTER
580 KC 5000 Watts

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram & Gazette.

Management

E. L. ROGERS, program manager of WVLK Versailles, Ky., has been appointed acting manager, following resignation of **W. D. McCAMMISH**. Mr. Rogers joined WVLK last August, going from WINX Washington.

ROBERT E. RIVES has been appointed general manager of KRIG Odessa, Tex.

A. A. SCHECTER, MBS New York vice president in charge of news, promotion and publicity, is in Hollywood for 2 days' conferences.

HUGH ROWLANDS, former member of continuity acceptance staff of NBC Central Div., Chicago, has been appointed assistant manager of WGNS Murfreesboro, Tenn.

JAMES L. STIRTON, newly-appointed general manager of ABC Central Div. has been named vice chairman of Red Cross drive for stations-and-representatives committee. He has appointed **HAROLD SMITH**, WMAQ Chicago sales promotion manager, and **KARL SUTPHIN**, ABC promotion manager, as captains.

JOHN J. GILLIN, president and general manager of WOW Omaha, underwent surgery for removal of his gall bladder last Tuesday at St. Joseph's Hospital, Omaha. He was stricken ten days earlier and was reported convalescing.

BLACKBURN HAMILTON Co., station broker, will open Dallas office to serve Southwest. Firm has Washington and San Francisco offices.

ARTHUR HULL HAYES, general manager of WCBS New York, is the author of an article, "The Place of the Audience in Radio," in February issue of Catholic Mind. Article is reprint of recent address by Mr. Hayes delivered before Catholic Institute of the Press.

MAURICE MITCHELL, manager of WTOP Washington, has been appointed chairman of radio division of 1948 Red Cross campaign in Washington.

TED DEALEY, president of WFAA Dallas and **TOM GOOCH**, president of KRLD that city, have been named members of newly-reorganized Dallas Symphony Orchestra Board.

WILT GUNZENDORFER, KROW Oakland general manager, is conducting 15-week course in "Radio Advertising and Selling" at the Extension Div. of U. of California, Berkeley.

FLOYD FARR, KEEN San Jose general manager, has been appointed to publicity committee of Chamber of Commerce, that city.

IVAR H. PETERSON, attorney, has returned to the NAB legal office in Washington following an appendectomy.

HOBART STEPHENSON, owner and manager of WCNT Centralia, Ill., has received a certificate of merit and lifetime membership in local Jaycee for outstanding service to community of Centralia.

WALTER HAASE, manager of WDRC Hartford, has been appointed publicity chairman of fund drive of the Hartford Rehabilitation Workshop.

Lingle Manager of New P & G Overseas Division

PROCTER & GAMBLE Co., Cincinnati, has created a new overseas division, with W. L. Lingle Jr., as manager. Harold H. Staff is director of marketing, and Morton P. Woodward director of manufacture. The new division will be responsible for all phases of the operations of the company's foreign subsidaries and the marketing operations outside of the U. S., except for the operations of the P&G Trading Co. and the Hawaiian and Alaskan operations of the P&G Distributing Co.

Additional personnel changes announced by P&G include the appointment of J. H. Taylor as director of industrial relations.

TO SERVE ADVERTISERS WELL, radio stations must be ever on the alert for improvement in programming, in promotion, *and* in engineering. At this moment, Westinghouse stations are in the midst of a program of engineering advances which will even increase Westinghouse acceptance, by more people, in more places, than ever before. Noted here are a few projects either completed or in progress.. projects in the forefront of broadcasting technology, in its several phases.

WBZ
BOSTON

Scheduled for early opening, Boston's new Radio and Television Center.. ultra-modern studios for production of WBZ's AM, FM, *and Television* programs. Also, a new 650-foot tower for new television and improved FM transmission.

KYW
PHILADELPHIA

A new antenna system soon to be in operation.. substantially increasing KYW's standard-band coverage of the nation's third market. Also, atop a tall downtown Philadelphia building, a new 245-foot FM tower, with new transmitter equipment throughout.

WOWO
FORT WAYNE

New FM antenna on WOWO's 450-foot tower and new FM transmitter equipment throughout. New Diesel system for emergency standby power.. enabling the station to serve the public even when severe storms interrupt city power supply.

KDKA
PITTSBURGH

New, base-insulated, 500-foot FM tower at one of Pittsburgh's highest points.. with provisions for Television antenna and for emergency use in transmitting standard AM broadcasts. At the KDKA studios, new Scully disc recording apparatus.

KEX
PORTLAND, ORE.

Scheduled for April 4, a power increase from 5 kw to 50 kw.. offering advertisers coverage of all of populated Oregon and much of Washington. New, up-to-the-minute Westinghouse 50-HG1 transmitter with directional antenna system. Also new, an FM tower reaching skyward from lofty Healy Heights, near Portland's population center.

WBZA
SPRINGFIELD

Currently planning entirely new FM installation, replacing present station.. to furnish FM coverage to Western Massachusetts and to parts of New York, New Hampshire, Vermont, and Connecticut.

WESTINGHOUSE RADIO STATIONS Inc • National Representatives, NBC Spot Sales Except for KEX • For KEX, Free & Peters

SELL
1 OUT OF 4
CITY FOLKS IN THE
SOUTH'S No. 1 STATE
All WITHIN OUR
PRIMARY + AREA

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
2.5 MV/M
MEASURED
SIGNAL

210,200 PERSONS
$179,469,000 in Retail Sales
$283,685,000 in Buying Income

We Lead Day and Night
in This Big Tri-City Market

Write for our
BMB DATA FOLDER

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
National Representative
HEADLEY-REED COMPANY

Potency of Video As Ad Medium Told

Phillips of DuMont Calls It 'Greatest Mover of Goods'

"AS AN ADVERTISING medium, television promises to be the greatest mover of goods ever," Lawrence Phillips, director of the DuMont Television Network, said last week in an address to the Advertising Women of New York.

Tracing the growth of video advertising from the "handful of advertisers" who were "making more or less experimental use of the medium" a year ago to the 181 major advertisers who last month were "making regular use of commercial television facilities—both network and local," Mr. Phillips predicted "increased commercial activity, more and better programs" in the year ahead.

"It is only a matter of time before—if you're not already involved in it—television will begin to be a large factor in your own business lives," he said. "I think you'll find television an exciting challenge to your imaginations, to your skill and ingenuity in the adaption of your proven sales techniques to the requirements of this new advertising medium. And in television — in this single medium which offers all the plus factors you've used so successfully in the past — the visual appeal of space advertising, the oral appeal of radio, the graphic immediacy of the daily newspaper and the additional factors of animation and demonstration of your products, ideas and services—you'll find opportunities of expression never available before."

"I hope you all are television conscious," he continued, "and I sincerely hope you'll all be actively engaged in television before very long. I believe that television—like radio—will get its greatest impetus, as radio did not many years ago, by the addition of your varied skills and creative imaginations, both in programming and planning, to our own efforts."

KSBR(FM) San Francisco Opens Commercial Office

OPENING of commercial offices at 582 Market St., San Francisco, for KSBR-FM has been announced by Orrin H. Brown, president of Radio Diablo Inc., operator of the station. Heading the new office is Clay Crane, formerly public relations director of Aireon Manufacturing Co.

Mr. Brown said that construction of KSBR's new transmitter facilities atop Mt. Diablo, about 30 miles east of San Francisco, is progressing rapidly. Radio Diablo is constructing a 50-kw FM transmitter, with an effective radiated power of 250 kw on the mountain peak, which has an elevation of 3,849 feet. KSBR is currently transmitting from a temporary location in San Bruno, Calif.

Commercial

JOHN R. SCHMUNK, formerly in sales department of WGAR Cleveland for three years, has been appointed advertising-sales manager for combined FM-TV operation of WEWS Cleveland. Prior to joining WGAR, Mr. Schmunk had been in advertising departments of Cleveland Press and Cleveland News.

TOM CAREY, formerly a partner and account executive with Burke Dowling Adams Agency, Montclair, N. J., has joined WAAT-WATV Newark, N. J., as an account executive. He previously was with international division of NBC as news editor and program director of English hour shortwave broadcasts.

IRVING WAUGH, who has been with WSM Nashville since 1941, has been appointed commercial manager of that station. He previously was with WTAM Cleveland, WGH Norfolk, and WDBU Roanoke. During war, Mr. Waugh was WSM's Pacific correspondent, covering the Far East. As WSM commercial manager he succeeds **WINSTON (Red) DUSTIN,** resigned.

Mr. Waugh

MARK STOVER, formerly with Wichita Eagle, has joined sales department of KAKE Wichita, Kan.

ALAN L. TORBET, formerly with KVAN Vancouver, B. C., has been appointed commercial manager of KALE Portland, Ore. Mr. Torbet previously was with Coos Bay (Ore.) Times and KOOS Coos Bay for eight years, first as advertising and commercial manager and later as general manager.

EDWARD F. DARRELL has resigned as national sales manager of WNLC New London, Conn., to manage family interests. Mr. Darrell previously did public relations work with N. W. Ayer & Son, New York and Philadelphia, and Electric Boat Co, Groton, Conn.

McGEEHAN & O'MARA, Chicago and New York, has been appointed national representative of KRES St. Joseph, Mo.

N. FLETCHER TURNER, formerly with WCBS New York sales department, has joined New York staff of CBS Radio Sales. Mr. Turner's sales duties at WCBS will be taken over by **HENRY UNTERMEYER,** who has been with station since 1937 and director of special features and public service since 1946.

RICHARD WILCOX has been appointed to sales staff of KTBS Shreveport, La. He replaces **DAVID MORRIS,** who resigned to become manager of KNUZ Houston.

ARTHUR POPPENBERG, former assistant sales manager with Taylor-Howe-Snowden, has joined WMCA New York, as account executive.

TV Commercials

NEW SYSTEM of visual presentation, applicable to television commercials, was demonstrated for the trade press in New York last week. Devised by firm of Hile-Damroth Inc., New York, presentation consists of fabric-covered blackboard, upon which demonstrator or announcer slaps adhesive cardboard cutouts which are built up piece by piece to illustrate a point or deliver sales message. System has been used in sales training programs and other projects by Standard Oil, Westinghouse Electric, and other national advertisers, according to Hile-Damroth officials.

TOM MORRIS, new to radio, has joined sales staff of WDUK Durham, N. C.

HELEN COSTELLO has been promoted to traffic department of WCAU Philadelphia, from auditing department.

O. W. (BILL) JONES, former commercial manager of WQBC Vicksburg, Miss. for 17 years, has joined commercial department of KMAC and KISS San Antonio, Tex.

RALPH JUDGE, salesman of H. N. Stovin & Co., Toronto station representative firm, has been appointed manager of company's Montreal office, succeeding **RALPH BOWDEN,** resigned.

ROBERT ROCKWELL, formerly with Standish Inc., Providence, R. I., advertising agency, and **MARGARET M. GALLAGHER** have joined sales staff of WCOP Boston.

DANIEL C. PARK, general sales manager of WIRE Indianapolis, will teach Radio Advertising and Sales during next semester at Indianapolis Jordan Conservatory.

A. N. ARMSTRONG Jr., national sales manager of WCOP Boston, has been appointed to executive committee of St. Sebastian Assn., Newton, Mass.

BILL KELCHNER, commercial department of WKNX Saginaw, Mich., has been named publicity director of local Naval Reserve unit. Mr. Kelchner served five years with Naval Forces in Atlantic.

CAROLINE ATKINSON, traffic manager of WHBC Canton, Ohio, and Richard Hang have announced their engagement with wedding plans for autumn.

PUBLIC service announcements on KNX Hollywood totaled 6,904 during 1947, according to compilation recently announced. In addition 1,168 hours were devoted to public affairs programs, breakdown discloses.

FOR MORE LISTENERS PER DOLLAR
IN NEW ENGLAND'S 3rd LARGEST CITY
it's
WNEB
WORCESTER MASSACHUSETTS
Represented By
Adam J. Young Jr., Inc. and Kettell-Carter

88% of the families in this *5-Port Area* listen regularly to KPRC*

ONE OF AMERICA'S MOST AMAZING RADIO COVERAGE STORIES!

*It's true. KPRC reaches five of America's greatest shipping ports. One station delivers all five.

*It's true. These are all big-money ports. Houston, alone, is America's fourth largest. Beaumont exceeds Boston in tonnage. Port Arthur exceeds Los Angeles.

And here's 100 million dollars plus extra spending money your client probably doesn't even know exists

In addition to the vast wealth of the great Southwest, you put your client in touch with a 100 million dollar plus bonus. That's what the transient officers and sailors of Houston-docked ships alone spend in the market each year, according to port officials. These transients do not show up in population figures. But that 100 million dollars plus certainly *does* show up in purchasing power.

FIRST in BMB

FIRST in HOOPER

FIRST in the South's First Market

**According to official independent survey.*

Obviously your best radio buy in this opulent market is KPRC, the one station that blankets all five ports ... the one station that talks to well over three-fourths of all the families, in this area *regularly*.

Yet KPRC is *not* the most expensive station, KPRC costs much less per listener.

First in listeners, second in price is a winning combination. For availabilities call Petry or write us. We'll act fast.

KPRC
HOUSTON

950 KILOCYCLES • 5000 WATTS

National Representatives, Edward Petry and Company • Affiliated with NBC & TQN, Jack Harris, General Manager

ATLANTA Flash

MONTH JANUARY, 1948

HOOPER STATION LISTENING INDEX

City Zone

CITY: ATLANTA, GA.

Total Coincidental Calls—This Period— 16,251

SHARE OF AUDIENCE

TIME	SETS-IN-USE	WAGA	D (Network)	E	C (Network)	F	B (Network)	A (Network)		
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	19.9	18.3	6.7	6.9	19.0	2.4	17.1	27.9		
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	24.0	16.3	7.2	2.0	10.3	2.5†	20.4	39.9		
EVENING SUN. THRU SAT. 6:00 P.M.-10:30 P.M.	35.2	11.7	5.4	2.5	11.2		23.1	43.8		
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	25.7	18.5	12.9	7.8	13.8	2.7†	11.3	32.0		
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	18.6	22.4	9.2	6.1	13.3	3.2†	20.4	22.4		
TOTAL* RATED TIME PERIODS	NOT	RE	PORTE	D IN	ATLAN	TA				

The Hooper "*STATION LISTENING INDEX*" is computed from the total station mentions secure
coincidental questions "*To what program were you listening, please?*" and "*Over what station is that coming?*" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") those who are "*Not at home,*" those who are "*Not listening*" and those who, although they may have
listening to the radio are unable to identify the station to which they are listening. Base for "*Set-*
computation is "*Total Homes Called.*"

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day

†Adjusted to compensate for the fact that Station F signs off at local sunset.

The Code of Practice governing the use of "*CONTINUING MEASUREMENT OF RADIO LISTENING*" applies to this "*STATION LIST*

Authority: C. E. HOOPER, Inc.

January Hooper share of audience ratings show WAGA leading two Atlanta network stations, morning, afternoon and night... first in the field on Saturday – and leading three network stations on Sunday afternoon! Call Avery-Knodel for the complete story on Atlanta's best buy!

Atlanta's

WAGA

5000 WATTS • 590 KILOCYCLES

A FORT INDUSTRY STATION

NATIONAL REPRESENTATIVE – AVERY-KNODEL, INC.

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

Editorial

Life Can Be Horrible

LAST WEEK, as it must to all men, death came to the pages of *Life* magazine, seeing eye of the Lucempire. *Life*, which in its frenetic time has printed such graphic pictures as a thousand human skulls stacked neatly in a Chinese field, discovered to its sudden horror there was murder on the air.

Commissioned by Luce's *Life* to draw his impressions of Sunday evening crime programs was Charles Addams, famed for his unsettling cartoons of twisted minds. Said *Life*, recoiling at the thought:

> **"U. S. radio, which, to the despair of many parents, churches, and civic groups, fires at least 80 programs of horror and bloodcurdling adventure at its listeners every week, really masses its guns on Sunday. Into five hours on that evening three networks have packed nine mystery shows. . . . total carnage for the night: at least a dozen violent deaths with the victims being stabbed, poisoned, shot, blown up and thrown out of windows, plus one exceptionally messy suicide."**

The Adams drawing illustrated this violence.

Let Luce's *Life* open its myopic eyes. Murder flourishes no more virulently on the air than elsewhere. The popularity of crime stories in books and magazines is accepted fact in publishing circles. Was bush-browed, balding Henry Luce deprived, in his dimming youth, of the capers of Nick Carter or the horrors of Edgar Allen Poe? Or are his frustrated network ambitions spawning his tirades?

Well known to *Life* and its wordy side-kick, *Time*, is the public's bemusement by crime and violence, else how would both explain their assiduous reporting of such news? In the case of the commentary on radio mystery shows, the facts of *Life* are not the whole story.

Mardi Gras Gremlins

IT'S HARD TO KNOW what, exactly, is going on in New Orleans these days, except that apparently a minor revolution in the telephone answering habits of its citizenry has taken place. C. E. Hooper says that people down there say "WNOE" instead of "hello" [BROADCASTING, Feb. 16], a linguistic metamorphosis which, Mr. Hooper asserts, has been encouraged by the promise of financial reward.

The aspect of this phenomenon which impresses us most is that WNOE has aroused public interest by offering such modest prizes —a dollar here and a dollar there. It seems incredible, in this time of free Cadillacs and airplanes, that listeners can still muster an interest in anything less than Fort Knox.

The give-away show which depends upon exploitation of the nation's incurable urge to grab a fast buck is reaching proportions which must be described as unreal.

It must, by its nature, bankrupt itself; for prizes, like narcotics, must be bigger and bigger to keep addicts satisfied.

More and more talent and money in radio are being diverted toward the development of give-away shows, which means less of both are engaged in creating the programs which made American radio best in the world.

Give-aways, like undulating fevers, come and go. Now the trend is up because of the rating wars brought on by increased station competition. But the broadcaster learns that artificial stimulants soon spend themselves. Movie theatres gave up bank night years ago.

Tough or Timid NARBA

LAST WEEK Canada dispatched formal invitations for the next NARBA to be held in Montreal beginning Aug. 2 and to run about three months. There the fate of AM broadcasting on this continent will be determined.

At almost every past NARBA the United States has yielded to international suasion. Channels have been bartered and deterioration of engineering standards agreed to with resultant curtailment of good service to our listeners. Current demands of our neighbor nations, notably in the south, are in the usual vein. Little Cuba, surfeited with facilities, blithely seeks a dozen additional big-station (1-B) assignments. Mexico would reshuffle allocations to snag more clear channels and would swap a couple of high ones for more low frequencies. They say we have FM to fall back on, but they do nothing about FM themselves. Or television.

Interwoven in NARBA is the settlement of the hoary clear channel issue, now in the FCC bosom. It is generally agreed, irrespective of the disposition of this vexatious problem—whether clear channels are retained in whole or in part; whether there should be power greater than 50,000 w—that these channels should be held inviolate against the demands of other nations. The FCC should leave no loopholes through which other nations can wheedle more of our present facilities.

That is because we now have fewer standard facilities in relation to population and *density* of population as to land area than any of the other nations on the continent.

We have yielded in the past, not because of technical considerations, but by dint of diplomatic pressures and State Dept. intrusions. That was notoriously so two years ago when we handed to Cuba a king's ransom in channels because of whispered talk about our imports of Cuban sugar being at stake.

The President soon will name our NARBA delegation. It should be the strongest possible team. We should like to see FCC Chairman Coy and Comrs. Hyde and Sterling on it; the latter two because of their experience in NARBA preparations. They should be strongly backed by industry advisors.

More than that, we should like to see as the delegation head one of important stature in our American diplomacy—one who can deal with heads of government, and not merely with the communications ministries.

Such a man as, for example, Ambassador R. Henry Norweb, our envoy to Cuba. He headed the 1937 American delegation to NARBA—the most successful to date. He is a radio ham. He has the confidence of the Latin nations. He deals at the top diplomatic echelon.

There's talk that the U.S.S.R. won't sign the International conventions of the Atlantic City conferences of last summer. That would have no direct bearing on NARBA, though there would be reverberations throughout the communications world. And it would affect international shortwave allocations.

That is all the more reason why we should have a strong delegation at NARBA.

It is why NAB must become international in scope and must be on the scene wherever our private communications are threatened to be impinged upon, ever so lightly.

We hope the State Dept. and the FCC will urgently recommend that a diplomat of the calibre of Mr. Norweb (or one recruited from private industry) be named to head our inter-American and international communications delegations. This time we must be resolute. There's little potentially more important to national welfare than communications.

Our Respects To—

FRANK ALEXANDER PITTMAN

SNOW was falling steadily as Frank Pittman, traveling salesman, was motoring from Asheville to Nashville on New Year's day 1936. The futility of it all was resolved for him by his car radio when Don Wilson, speaking from the site of the annual Rose Bowl game, described the warmth and brightness of the California day.

Repeatedly, he had to stop and remove the ice which was hampering the wind-shield wiper. Accepting such climatic discomfort when it was possible to enjoy sun in California seemed ridiculous. And California became his objective.

Though it was climate alone which brought Frank Pittman to California, it was radio which kept him there. And a combination of the two have provided Needham, Louis & Brorby with its Hollywood vice president. In addition to producing NBC's *Fibber McGee & Molly*, he oversees *The Great Gildersleeve* on the same network.

Opportunity always has a figurative gate of entry but for Mr. Pittman this gate has a very literal connotation. His first job in radio was as gate-man at the NBC Hollywood artists' entrance. That was in March 1937.

Six months later, he was shifted to the sound effects department. While serving up the sound, he worked an audition for a program which was to be called *The Great Gildersleeve*. When it became a program reality he continued to work at it. In 1941 he became its network producer. In addition he worked on such other programs as those of Durante-Moore and Red Skelton.

When Cece Underwood, then head of Needham, Louis & Brorby, was casting about for an agency producer of *The Great Gildersleeve*, Frank Pittman was a logical candidate. That was February 1944.

Little more than a year later when Mr. Underwood left the agency, Mr. Pittman took over the production reins on *Fibber McGee & Molly* as well. For the next eight months, he continued to produce the two programs. In October 1945, when help was needed he yielded the production reins on *Gildersleeve* to Fran Van Hartesveldt.

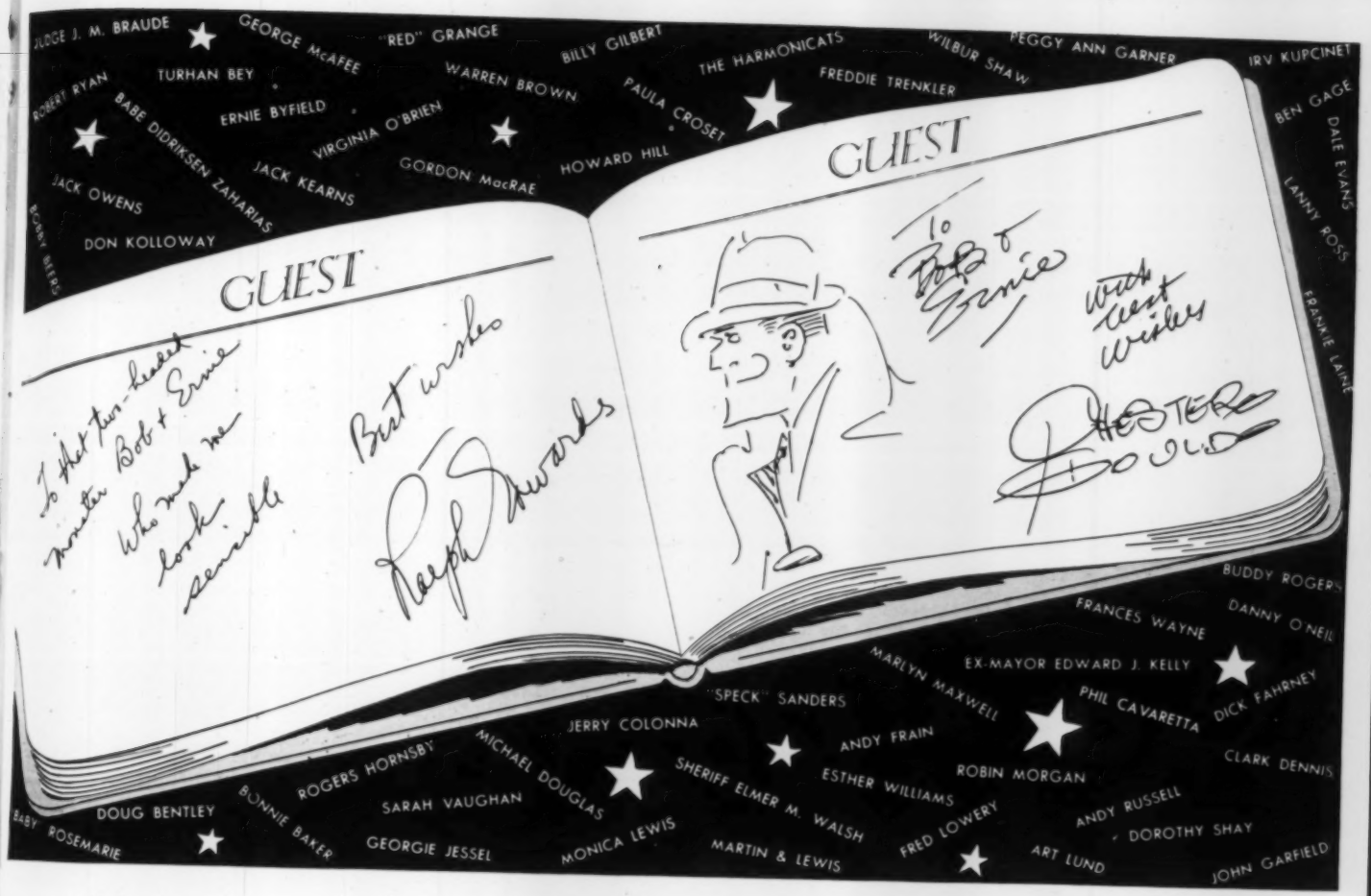
But Frank Pittman still keeps a proud eye on "Gildy" because of his constant association with it from audition record on. In addition to his production duties, he has served Needham, Louis & Brorby as Hollywood vice presi-

(Continued on page 50)

all stars come to

WJJD Chicago...for

"The Old Gold Variety Show"



this is only a sample of the many stars who have appeared on "The Old Gold Variety Show"

with

Bob Elson and Ernie Simon

11 A. M. MONDAY THRU FRIDAY... ON

WJJD

CHICAGO

50,000 WATTS

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL

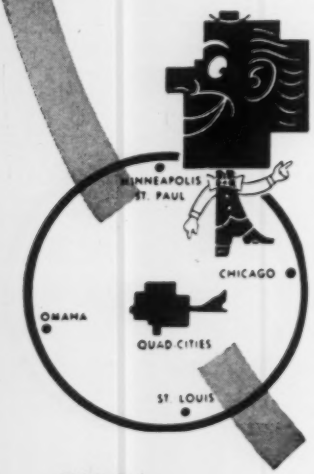
WOC

FIRST in the QUAD Cities

The 40th retail market

DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"WOC call letters assigned February 18, 1922 —FIRST in the Quad Cities."



WOC WOC-FM
5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
Col. B. J. Palmer, Pres.
Buryl Lottridge, Mgr.
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

Respects

(*Continued from page 48*)

dent since October 1946.

He was born in Jackson, Miss., Nov. 23, 1914.

All told, he attended nine public schools in such cities as Gulfport, Biloxi, Past Christian, New Orleans and Atlanta before the family settled in Greensboro, N. C. in 1929. Football was a starring sport for him, earning All-State honors for the Greensboro High School half-back in '29 and '30.

This athletic prowess made him an attractive prospect for the U. of North Carolina where he enrolled in the fall of '31. He had barely matriculated when it struck him that if football was the only reason he was attending college, he might just as well forget it. And he withdrew before the first semester was even concluded.

He joined the Paramount-Publix Theater chain as an assistant manager in November 1931. Starting in Greensboro, he also served the chain in Durham and Burlington as theater manager as well, before resigning in 1933.

At this point, he decided to join his father as a traveling salesman.

Then on New Year's Day he started out on the snow road which was to lead him to California. Although he had made up his mind on Jan. 1, 1936, it took him until June to clear up his business.

Arriving in Los Angeles on the evening of July 4, 1936, he had reached his goal. Having had previous movie theatre experience, that seemed like the logical type of job to seek and he held several such jobs. In February 1937, the lure of the South Seas got him.

Ryan James, scientific writer and novelist, was readying for a year's cruise to film the islands and write. Having had considerable sailing experience on the Gulf Coast, Frank Pittman signed on as a member of the crew. Three shake-down cruises had been made when illness in Mr. James' family ultimately caused postponement of the trip.

One of the crew members gave Mr. Pittman a letter of recommendation to a friend at Paramount Pictures. But he couldn't get past NBC and inquired about a job. Thus he entered radio, instead of a movie career.

When Helen Germaine Lewis came to Hollywood on Columbia Concerts business in summer of 1938, she met Frank Pittman. Small talk uncovered the fact that she had also lived in North Carolina as a Duke University student. And the small talk became big talk when the wedding followed on Aug. 1, 1940. The Pittmans are at home in suburban Brentwood with Germaine, 5.

Most men have their basic beliefs and Mr. Pittman is no exception. Briefly stated, it's "Be serious about work without taking it seriously."

When the hours arrive for "not taking it seriously" it's flying and he has logged more than 200 hours.

News

JACK PETERSON, former CBS newsman, and **FRED MacPHERSON,** formerly with NBC, have been named night news editor and morning news editor, respectively, at KOY Phoenix, in new alignment of news responsibilities at the station.

SCOTTY DAVID has joined local news staff of WGRV Greeneville, Tenn.

STARR SMITH, feature writer and political reporter for Mobile (Ala.) Press Register, has been appointed news director of the paper's new station WABB, which is to begin operations in the spring. Mr. Smith formerly was with WAPX Montgomery, and KALB Alexandria, La. During the war he served with Air Forces and for some time was head of radio operations section of Air Force public relations with headquarters in Washington.

Mr. Smith

WILL DOUGHERTY, disc m.c. at WJIM Lansing, Mich., has been appointed assistant to **HOWARD FINCH,** WJIM vice president, with responsibility for news, sports and special events.

CARL ERICKSON, formerly with WWJ Detroit, has been named evening Esso Reporter on WBEN Buffalo. He previously was with WROK Rock Island, Ill., WIND Gary, and WLW Cincinnati.

DON KLEIN, sports director of KPOA Honolulu, recently completed trip to mainland for coverage of three games of U. of Hawaii basketball team for KPOA. On his schedule were play-by-play accounts of games at Seattle, Ellensburg, Wash., and Reno. His itinerary called for 6,800 miles travel in one week.

HUGH N. JONES, recent graduate of Northwestern U., has joined WNMP Evanston, Ill., as news editor.

ARMOND MANSON, former Buffalo newspaperman and announcer and writer with North American Service of French Broadcasting Service, and **JOHN A. GROAT,** former announcer with CHVC Niagara Falls, Ont., have joined news and editorial staff of WKBW Buffalo, N. Y.

JAMES S. BULL, student of Washington U. School of Journalism, St. Louis, has joined news staff of WTMV E. St. Louis as assistant to **JOHN SABIN,** news editor.

RALPH HASKINS, former announcer at WKTM Mayfield, Ky., has joined WCKY Cincinnati, as morning newscaster.

BRUCE PALMER, news director of WKY Oklahoma City, Okla., is conducting classes in radio news writing and advanced news writing at U. of Oklahoma Norman. Instructions will be given in WKY news bureau, where Mr. Palmer will continue as news director.

BOB REEL, former news editor of KICO Calexico, Calif., has joined news and sports departments at KPQ Wenatchee Wash.

BILL MARTIN, well-known fight commentator, has joined KOWL Santa Monica, Calif., as sports director.

MARY JANE TOOM, member of continuity department of KCOL Fort Collins, Col., and editorial assistant of Better Homes and Gardens, Des Moines, has been named news editor of KCOL.

BEN BAINES, former city editor of San Antonio Evening News for 10 years, has joined news staff of KTSA San Antonio, Tex.

WILLIAM F. BROOKS, NBC vice president in charge of news and international relations, is on West Coast conferring with news managers of KNBC San Francisco, KOA Denver, and those of NBC's Western Div. in Hollywood.

JOHN DERR, assistant CBS sports director, is the author of "Improving Your Game," article dealing with Golfer Johnny Palmer, which appears in March issue of Pic magazine.

FRANK LaTOURETTE, ABC Western Div. head of news and special events has been named to Board of Directors of Greater Los Angeles Press Club.

ARMAND La POINTE has joined KOWL Santa Monica, as news editor.

SIG MICKELSON, director of news and special events for WCCO Minneapolis and **RALPH BACKLUND,** WCCO writer were scheduled to leave Feb. 21 for New Mexico and Arizona for investigation of Indian problem preliminary to preparing documentary series on subject for CBS presentation.

BOB ACKERLEY, news director of KJR Seattle, has been appointed chairman of radio committee of Washington State Press Club.

FRED HOLT, newscaster at WIRE Indianapolis, will teach Introduction to Radio during next semester at Indianapolis Jordan Conservatory. **TOM CARNEGIE,** WIRE sportscaster, is in charge of radio department at Jordan.

BOB KELLEY, KMPC Hollywood sports director, was presented Certificate of Appreciation by Los Angeles County Council of American Legion "for giving so generously of his time and talent for the entertainment and pleasure of the sick and disabled veterans of Birmingham General Hospital."

BOB ALLMAN, sports authority of KYW Philadelphia, and blind lawyer-athlete, was scheduled to be **BILL STERN'S** guest on latter's "Sports Newsreel of the Air" on NBC Friday, Feb. 20. Mr. Allman completes his first year of broadcasting March 29.

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WSYR's Ed Donaldson discusses the National Retail Dry Goods Association award to Chappells "Curtain Time" with President Donald E. Chappell, *right*. Vice-President Charles A. Chappell, *standing*, looks on. Donaldson writes, produces and narrates award-winning "Curtain Time."

EARNED • LEADERSHIP IS

N.R.D.G.A. Gives Big Hand to WSYR's 'Curtain Time'

A NATIONAL FIRST AWARD for distinctive merit in the family program class goes to WSYR-created "Curtain Time," sponsored by Chappells, Syracuse department store.

Here's a good example of WSYR'S belief that it takes good local shows as well as good network shows to keep an audience alert to your message.

WSYR has raised the curtain on a big 1948 ...get your product into the act.

WSYR
SYRACUSE

570 kc—5000 watts—NBC Affiliate in Central New York

Headley-Reed, National Representatives

RSHIP IS EARNED • LEADERSHIP IS EARNED • LEADER

Just Out!
New RCA Victor hits for your turntables

EDDY
Arnold
Anytime
and
What A Fool I Was
RCA Victor 20-2700

TOMMY
Dorsey
Sentimental Rhapsody
and
You Can't Make Money Dreamin'
RCA Victor 20-2665

FREDDY
Martin
Sabre Dance Boogie
and
After You've Gone
RCA Victor 20-2721

TONY
Martin
For Every Man There's A Woman
and
What's Good About Goodbye
RCA Victor 20-2689

CHARLIE
Spivak
Now Is The Hour
and
Who Are We To Say
RCA Victor 20-2704

ILLINOIS
Jacquet
Riffin' at 24th Street
and
King Jacquet
RCA Victor 20-2702

RCA VICTOR RECORDS

OLD-FASHIONED scavenger hunt has been adapted for television as theme of new show, "Did You Find It?" telecast weekly on WTTG Washington, DuMont video station, under sponsorship of George's Radio and Television Co. of Washington, and Motorola Inc. Contestants and studio audience are supplied each week from one of Federal Government's bureaus or agencies, in cooperation with Federal Recreation Committee of Federal Personnel Council. Viewer-participation feature also is included in program. Home viewers are invited to create commercial copy for sponsors, with winning commercial chosen each week for performance as part of show. Commercials feature Motorola television receivers. Each week's winner receives table model Motorola radio, and grand winner at end of 13 weeks will be awarded Motorola table model television receiver. "Did You Find It?" is produced by Jules Huber and directed by Roger M. Coelos. Agency is Robert J. Enders Adv., Washington.

WJBK Musical Features

DESIGNED to please all music lovers, varied as their tastes may be, recorded music show, "Dr. Heckle and Mr. Jive" has been started on WJBK Detroit, Sun. 2-3 p.m. Dr. Heckle, assumed by Stu Strand of WJBK, is a long-haired lover of classics, while Mr. Jive, Bob Murphy, is on the other side of the musical fence, proponent of progressive jazz. Selections on show vary from Bach to Boogie. Another new musical feature at WJBK is "Musical Mailbox," early morning show. Highlight of show is two-way musical request feature. Listeners request dedications to the "folks back home." After dedication is made, "Brother Bill" Bowman and "Shorty" Henderson, who emcee show, send card to these "folks" telling them what has been done and asking for return request in thanks, which is also played on show when received.

'Newspapers of the Air'

TO SERVE smaller communities around New Haven, WNHC has started series of "Newspapers of the Air." Presented in collaboration with weekly newspapers, quarter hour each week is devoted to a particular town, with community paper providing all news and receiving full credit on air for material. In return, WNHC is given advertising space in the papers.

Cooking Champ

VALENTINE'S DAY was celebrated by Edythe Fern Melrose, hostess of WXYZ Detroit's "Lady of Charm," cooking school broadcasts, by holding her program from stage of local theatre. Show included contests in cookie-baking, chicken-frying and pie-making, with electrical appliances awarded as prizes. Best overall woman cook in audience was designated as "Mow-'Em-Down Champ" and received prizes. Two hundred baskets of food also were donated as door prizes and tickets of admission included theatre's regularly scheduled movie.

'Going, Going, Gone'

AUCTION gimmick to sell used cars for Kalamazoo Auto Mart is new feature being used by WKZO Kalamazoo, Mich., on "Going, Going, Gone," program. Show is heard Sat. 4:00-5:00 p.m. with transcribed and recorded popular music, plus auctioning off of one car, on the air. First part of show gives descriptions of car, accessories, etc., inviting listeners to see car on Kalamazoo Auto Mart lot. In second half, bidding begins by phone call with listeners calling in bids on car. Highest bidder gets car, but pays only maximum established amount.

'Manager's Report'

INFORMAL chats with listeners are featured on "Manager's Report," program heard over WCSI (FM) Columbus, Ind. Paul Wagner, general manager of WCSI, talks with listeners explaining developments of FM broadcasting, advantages of FM over AM broadcasts, answers letters written about FM, and explains developments in field accomplished by WCSI. Program is aired Sun. 8:05-8:15 p.m.

TV on AM

TELEVISION is subject of new series which has started over WCAU Philadelphia, in effort to educate aural radio listeners to video facts and possibilities. Titled "This Is Television," weekly program features Charles Shaw, WCAU newsman, who discusses TV developments, interviews dealers, servicemen and manufacturers regarding availability of sets, new products and techniques and television problems encountered by set owners. In addition to interviews he also highlights what listeners missed during past week by not watching television, and calls attention to outstanding video attractions for week to come. Latter announcements apply to all TV programs and not merely to those to be carried by WCAU-TV, which was scheduled to begin operations today (Feb. 23).

Programs

'Good Government Day'

COVERAGE of opening sessions of "Good Government Day" in Massachusetts, Feb. 21, was scheduled for broadcast by WBZ-WBZA Boston-Springfield, which was given exclusive broadcasting rights for the occasion. On that day over 200 high school students took over legislative branches of state government. Event was created by act of 1947 legislature to acquaint high school-age students with processes of state government. Elections were held in schools for state senators and representatives and high ranking officials such as governor and his department heads were selected from the elected student legislators. WBZ-WBZA aired opening day's sessions, featuring addresses by "incumbent" Gov. Robert F. Bradford and the student governor. Broadcast was heard in primary and secondary schools throughout the area in classrooms as part of educational program of state government.

Record Delivery

"DISC jockey show with a 'new look'" is the claim of WJPH Jacksonville, Fla., for its "Radio Record Shop" program. Sponsored by local department store, show features recordings that may be ordered on the spot for delivery "to your doorstep, C.O.D." Wayne Farrell, m.c., answers requests for record deliveries during program over phones in WJPH studio.

Voice Quiz

TELEPHONE quiz show, "Who's Talking?" has started on WAIT Chicago with Hal Tate as conductor. Recorded voices of celebrities, giving clues about themselves in form of poetry, are broadcast and first person called who correctly identifies the voice receives merchandise prizes. New voice is used after each identification. Show is made possible through huge backlog of transcribed voices which Mr. Tate has maintained in his 11 years of interviews. Aired nightly except Sundays, program is a Hal Tate Radio Productions package and is sponsored by a downtown Chicago movie house, Monroe theatre.

TV Weather Report

DAILY television report on the weather is to begin on WNBW Washington, NBC video station, Feb. 24, 7:30-7:35 p.m. Each evening, Tuesday through Friday, a Weather Bureau official will give official forecast and show on chalk maps what weather situation is throughout nation. Additional chalk maps will be used to show aspects of weather in area serviced by WNBW.

Talent Auditions

YOUTHFUL, nonprofessional musicians will be given opportunity for professional appearance in the Hollywood Bowl, when "Hollywood Bowl Auditions" program resumes on KFI Los Angeles, March 3, culminating during summer with winner in vocalist division and that in instrumentalist classification being given the professional appearance. Though in its fifth year, coming series marks first time program has been sponsored, with Forest Lawn Memorial Park underwriting the weekly half hour through Ruthrauff & Ryan, Hollywood. Contest is open to nonprofessional vocalists up to age of 35 and to instrumentalists up to 25, unless veterans, for whom age is extended to 30.

Neighborly Gesture

"GOOD Neighbor Policy" is newest feature of "Julie 'n Johnny" program heard on WTAG Worcester, Mass. Two good neighbors are chosen for honor each week from nominations by listeners. At same time letter nominating chosen "good neighbor" is read on program by Julie Chase, florist delivers bouquet of flowers to "neighbor's" home.

Video Discussion

QUESTIONS from television set owners are used as basis of "Let's Look at Television" program, telecast over WTMJ-TV Milwaukee each Wednesday night. Questions are explained and answered on the program and demonstrations of video equipment are presented.

'When You Grow Up'

CHILDREN'S dreams and plans of what they want to be when they grow up was basis of series titled "When You Grow Up," aired over WDUR Durham, N. C., Sat. 10:30-10:45 a.m. Children were invited to send in letters, explaining why they wanted to enter a certain profession. One child was selected for each program to be interviewed concerning his or her plans, and to participate in short dramatization of highlights in life of someone who had become famous in that particular profession.

British Greetings

SPECIAL program of greeting from British Broadcasting Corp. was aired Feb. 15 by WBCC Bethesda, Md., on its first anniversary. The British broadcast compared economic and social conditions in the two countries and emphasized that exchange of programs by WBCC and BBC is promoting mutual understanding between the two nations. Willard Egolf, WBCC general manager, and the station staff were hosts at a reception attended by official and civic leaders.

Traffic Warning

AN ATTEMPT to shock people into being careful is being made by KECA Hollywood in its new 15-minute weekly realistic traffic safety program "It Can Happen To You" which started Feb. 17. Written and produced by Bill Holmes, series is made up of authentic case histories from police files.

Video Show-Case

AS SPUR to those who seek a television outlet, Klaus Landsberg general manager of KTLA Hollywood and Television Productions Inc. West Coast director, has plans to establish weekly hour show-case. In invitations to membership of Academy of Television Arts & Sciences, he plans to allow qualified persons an opportunity for test presentation of new ideas.

Deeds of Women

LIFE STORIES of well-known women leaders in different countries through the ages will be featured in new CBC Trans-Canada network series "Deeds That Live." Weekly talks will originate at CBL Toronto, and each program is to be devoted to one woman who achieved some outstanding and enduring reform.

'City Wire'

TO COVER purely local news, "City Wire" program has been started by KFOX Long Beach. Five-weekly news program consists of on-the-spot wire recording coverage of community news written and reported by Fred Edmunds. It is sponsored by Apple Valley Ranchos resort development corporation.

Civil Rights

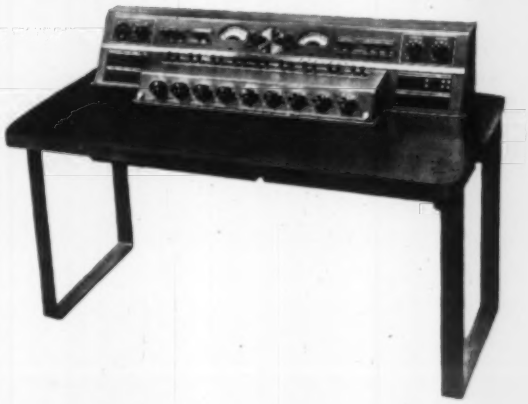
ANALYSIS of President's committee report on civil rights is being presented over KSFO San Francisco, in weekly series titled "To Secure These Rights." Moderated by Edmund G. Brown, district attorney of San Francisco, program features prominent civic leaders who discuss the report and probe into civil rights practices in the city. Written and produced by Sandy Spillman of Radio Production Bureau, San Francisco, program is aired on KSFO Thurs. at 8:30 p.m. and is transcribed and released to KONG(FM) Alameda following Monday at 6:15 p.m.

Trans-Atlantic Chess

CHESS TEAMS representing the New York Stock Exchange and the Stock Exchange of Amsterdam, Holland, played a trans-Atlantic radio match through facilities of RCA Communications Inc., and Holland Radio, Sat., Feb. 15. This is second international chess match to be conducted via RCA's new automatic radiotelegraph relay service. First was on Nov. 2 between Manhattan Chess Club and La Plata Jockey Club of Buenos Aires, the victors.

Why is the Western Electric 25B the *most popular* speech input console in broadcasting?

To date, more than 225 FM, AM and TV Stations have installed the 25B. Here are reasons for such popularity:

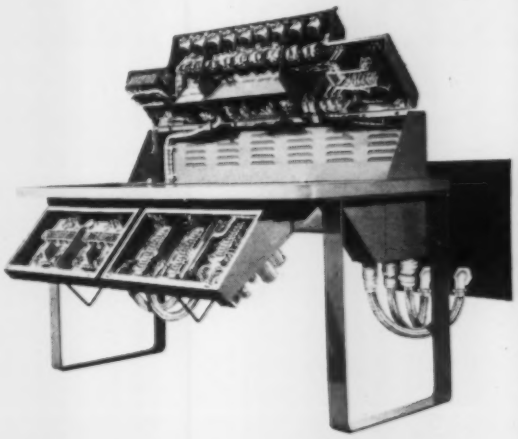


General Advantages

1. It provides highest quality studio control for AM and FM at their best.
2. It's versatile... handles two studios... has two main channels for simultaneous operation.
3. It's easy to operate, because all controls are functionally located.
4. It's a complete unit with its own table... attractive, sturdy, well designed... and it's moderately priced.

Technical Advantages

1. It covers complete FM frequency range. Has exceptionally low distortion and high signal-to-noise ratio.
2. It is easy and economical to install... plug-in cables carry all external leads to wall boxes.
3. It's designed for complete accessibility... see how it opens up to expose all components.
4. It includes... 7-position mixer; line and microphone transfer keys; dual volume indicators; separate built-in tube check meter; regulated power supply; and many other important features.



What about deliveries? 25B's are being produced in large quantities. You can get delivery immediately. See your Graybar Broadcast Representative about it.

Western Electric

—QUALITY COUNTS—

Distributed by GraybaR — OFFICES IN 92 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

B-34

Graybar Electric Company,
420 Lexington Ave., New York 17, N. Y.

Please send me complete information on the Western Electric 25B Speech Input Console.

*Name*_____

*Station*_____

*Address*_____

*City*_____ *State*_____

Agencies

BEN PEARSON has resigned as West Coast radio director of A. & S. Lyons Inc., Beverly Hills, effective March 1, to join Stemple-Oleneck, Los Angeles, as head of radio department.

THOMAS E. POWERS, former copywriter at Leo Burnett Co., Chicago, has rejoined MacFarland, Aveyard & Co., Chicago, in similar capacity. Mr. Powers started in advertising field with latter agency 12 years ago.

CARLOS CAVALCANTI has been transferred from McCann-Erickson's foreign department in New York to agency's Sao Paulo, Brazil office.

FRANK E. DELANO, formerly with Young & Rubicam, New York, has been elected a vice president and member of plans board of Foote, Cone & Belding, New York. He was with Y & R for many years and for three years during the war he served with U.S. Navy.

Mr. Delano

JOHN C. HARTSUFF has joined research staff of Brooke, Smith, French & Dorrance, Inc., Detroit and New York.

ALEXANDER TAILLEUR, recently resigned as president of Netherlands Publishing Corp., has joined Dorland Inc., New York, as a member of agency's executive group.

LYDIA REINOSA, formerly with Trans-World Adv. and Latin American Radio Div. of United Nations, has joined Spanish copy staff of National Export Adv. Service, New York.

AL EPSTEIN Adv., Washington, has moved to new offices in Suite 825, Victor Bldg., Washington. Phone: STerling 8550.

PRISCILLA E. KERMAN, of Schacter & Fain Inc., New York, has been appointed general office manager. She also continues as media director.

LILLIAN KIRK, formerly with WKBW and WGR Buffalo, has been appointed an associate and account executive of Adam F. Eby & Assoc., Buffalo. Mrs. Kirk has been active in newspaper and radio work in Buffalo for last 13 years. Prior to entering radio field she was woman's editor of Buffalo Courier Express.

JAMES C. SHERIDAN, former account executive of Young & Rubicam, San Francisco, has joined Wakefield Adv., same city, as vice president.

FRED WARNER, former art director of Hannah Adv., San Francisco, and **STUART HARDING,** former media buyer for Foote, Cone & Belding, have joined Blow Co., San Francisco.

MIV SCHAAF, formerly with West-Marquis Adv., San Francisco, has joined Julius Zederman Agency, same city.

WEST-MARQUIS Adv. has moved to new quarters in San Francisco, at 785 Market St.

MEERMANS Inc., Cleveland, Ohio, has been elected to membership in American Assn. of Adv. Agencies.

JOSEPHINE V. KEIM, former copy chief with Monroe F. Dreher Inc., New York, and prior to that manager of Fashion Division, Newark, has joined Dorland Inc., New York, as an account executive.

TYLER SPAFFORD, formerly of CKOC Montreal, and later with Grant Adv., Chicago, has been transferred to Grant Adv., Dallas, as account executive.

MONTY HURST has joined Dallas agency's copy staff.

NED C. SMITH, vice president of H. B. Humphrey Co., New York, has been elected a director of the agency, and **WALTON BUTTERFIELD,** account executive, has been elected a vice president.

CHARLES J. ZELLER Jr., former radio director of Guenther-Bradford & Co., has been appointed vice president and radio director of Simmonds and Simmonds Inc., Chicago. Mr. Zeller will continue actively in Chicago radio programs on which he serves as m.c.

MARTHA MARTIN SMITH has been appointed production manager of Leighton & Nelson, Schenectady, N. Y.

MANN HOLINER, vice president and radio director of Lennen & Mitchell, Hollywood, is in New York for month's conferences. **FRANK WOODRUFF,** assistant to the vice president, is producing the CBS "Old Gold Show."

CLARENCE FISHER, former vice president for John Freiburg & Co., Los Angeles, has joined Ruthrauff & Ryan, that city, as account executive.

FLOYD B. LYLE, former director of McKellar Publications, Los Angeles, has joined H. K. L. Adv., that city, as account executive.

VINCENT J. VIGLIANO has resigned from copy department of Emil Mogul Co., New York.

SAWDON Adv., New York, has announced opening of Chicago branch office located at 203 N. Wabash, Ave.

SOUTHERN CALIFORNIA Advertising Agencies' Assoc. officially opened offices Feb. 16 in Van Nuys Bldg., 7th and Spring Sts., Los Angeles. Telephone: TRinity 8481.

NATHAN A. TUFTS, West Coast manager of W. Earl Bothwell Inc. since opening of its Hollywood office in November 1946, has been appointed a vice president of the agency. Mr. Tufts, prior to joining Bothwell agency, was vice president in charge of radio at Ruthrauff & Ryan, Hollywood.

Mr. Tufts

LESLIE NORINS, former account executive of Lockwood-Shackelford Adv., Los Angeles, and **CHARLES EASTMAN,** formerly of Eastern Adv., have joined Davis & Co., Los Angeles, as account executive and copywriter, respectively.

DON BERNARD, Hollywood manager of William Esty & Co., is in New York for week's conferences with **THOMAS D. LUCKENBILL,** radio director, on "Blondie" and "Screen Guild" shows.

EDWARD A. ALTSHULER, radio director of Ross, Gardner & White, Adv., Los Angeles, will teach 13-week course in Radio Advertising at Don Martin School of Radio Arts, Hollywood, starting about first of March.

CHARLES STANLEY, former art director of Grant Adv., Hollywood, and **JEAN STARR,** formerly with a Pasadena newspaper, have joined Pat Patrick Co., Glendale, Mr. Stanley in same capacity, and Miss Starr as account executive.

SMITH, BULL & McCREERY Adv. was incorporated last week under state laws of California, after four-year partnership. Officers include **WALTER McCREERY,** president; **DICK SMITH,** vice president, and **FRANK BULL,** secretary-treasurer. Agency has offices in Hollywood, San Francisco, and New York.

A. W. NEALEY, BBDO Los Angeles vice president, and **C. H. FERGUSON,** West Coast manager and San Francisco BBDO vice president, are in New York attending agency's annual plans meeting.

ELDON SMITH, of Young & Rubicam, New York merchandising department, is in Hollywood offices of agency for several weeks conferring on Borden Cheese and American Home Products accounts.

IAN MAXWELL SMITH, radio producer with Kenyon & Eckhardt, New York, and former manager of the agency's Detroit office, played the lead role in "The Bishop Misbehaves" on "The Ford Theatre," Sunday, Feb. 22 on NBC.

STANLEY C. KUTTNER, account executive at Kuttner Inc., Chicago, is the father of a girl.

1 GETS YOU FOUR ON WBNX
It takes four—the four audiences guaranteed by WBNX — English, Yiddish, German, Italian — to cover ALL New York.
Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.
ENGLISH
Entire English Speaking Population
YIDDISH
2,350,000 Jewish Speaking Persons
GERMAN
1,236,000 German Speaking Persons
ITALIAN
2,103,737 Italian Speaking Persons
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Hooper Gives Terms On His New Service

Advertiser Subscribers to Pay $1,000 for Report

TERMS on which U. S. Hooperatings will be available to networks, advertisers and advertising agencies were announced by C. E. Hooper, president, C. E. Hooper Inc., last week at a client session in New York at which this new Hooper service was described [BROADCASTING, Feb. 9].

Service, giving a projectable nationwide rating for all network programs broadcast in 100 or more cities and in at least four of the five geographic zones, as well as city, town and rural ratings for each such program, will be available for inside use only except in dealings with other subscribers to this service. Advertisers who subscribe to program Hooperatings can get one copy of the full report for $1,000; agencies whose clients with network programs are all subscribers to program Hooperatings can get a copy without charge; networks can get two copies at rates which were not disclosed.

The first report, to be issued April 30, will be limited to programs of national radio advertisers which were subscribers to program Hooperatings as of January 1948. This report will be available on the same basis as the future complete reports, except that a copy of this limited report will be given without charge to advertiser subscribers and to any agency with one or more network-using clients as subscribers.

Free Time for Red Cross Planned by N. Y. Outlets

PLANS are being made to have every program on every New York station on March 1 include a "commercial" for the American Red Cross, for another day during March in which all of the city's broadcasting stations will devote every station break to the same organization, and for a pooled video show from a veterans hospital to aid the same cause.

Plans were discussed last week during a luncheon meeting of New York AM, FM and video broadcasters called together by James Sauter, president of Air Features and radio chairman of the Red Cross 1948 Fund of Greater New York. Thomas L. Ryan, president of Pedlar & Ryan and chairman of the New York Red Cross drive; James M. Cecil, president of Cecil & Presbrey and vice chairman of the city campaign, and Mr. Sauter outlined the aims of the 1948 campaign and distributed kits for use by broadcasters.

ABC Hollywood "Breakfast Club" drew 149,057 persons to 270 performances in 1947 through broadcasts and personal appearances, according to ABC audience survey.

A true story.
Names on request.

Have you an advertiser with a "hard and fast policy"?

Like Harper's client, for instance:

He sold livestock feed, wanted to reach more farm families. He upped his radio budget, told Harper to find an early-morning program. "But," he added, "I have a hard and fast policy. I won't buy anything before 6:30 in the morning." One station offered news at a quarter of seven. Another—represented by Radio Sales—proposed a farm program at 6 A.M.

Harper studied the early-morning audience analysis submitted by Mr. Holmes of Radio Sales. It showed the Radio Sales station with *almost twice as many farm listeners* at 6 A.M. as the other station could offer at a quarter of seven. Harper put the facts before his client. The hard and fast policy went by the board.

When Radio Sales shows you an audience, you see far more than an inside-the-city rating figure and some data on sets-in-use. Often (like Mr. Harper) you will see the special values of inexpensive early morning or late evening time periods. Or data on audience composition, audience flow from program to program, listening habits throughout rural and village areas may point the way to a more profitable audience. This is information to make your radio dollars more efficient... in any or all of the wealthy markets served by Radio Sales stations.

Radio Sales

Radio Stations Representative... CBS

WCBS 50,000 watts New York City	KNX 50,000 watts Los Angeles	KMOX 50,000 watts St. Louis	WBT 50,000 watts Charlotte	WRVA 50,000 watts Richmond	WCCO 50,000 watts Minneapolis-St. Paul	Columbia California Network
WBBM 50,000 watts Chicago	WEEI 5,000 watts Boston	WTOP 50,000 watts Washington	WAPI 5,000 watts Birmingham	KSL 50,000 watts Salt Lake City	WCBS-TV CBS Television New York	Columbia Pacific Network

Promotion

LARRY LOWENSTEIN, former publicity and news writer for WHLI Hempstead, N. Y., has been appointed publicity manager for WINS New York, filling vacancy created when **CHARLES OPPENHEIM** was recently made director of promotional activities.

ROBERT D. LEVITT has been appointed to direct activities of new Hearst Promotion Enterprises, New York, which will coordinate promotion of radio stations, newspapers, magazines, and other Hearst components.

JIM SONDHEIM has joined sales promotion staff of WAAT-WATV Newark, N. J. He previously was with Audience Surveys Inc., New York, as sales representative. Prior to that he served as a rating analyst with CBS.

JOE MIDMORE, continuity editor of CKWX Vancouver, has been appointed promotion manager, succeeding **DON McKIM,** who has moved to Toronto to take over similar work with All-Canada Radio Facilities Ltd.

MRS. JOAN EDSON PALMER, formerly with Benton Jacobs Inc., Miami Beach public relations and publicity firm, has been appointed promotion director of WJHP and WJHP-FM Jacksonville, Fla. She previously was with AP and UP in North and South Carolina as news reporter and women's feature writer.

TED WORNER has joined WMCA New York as special publicity representative for all station's disc jockey shows.

BETTY FOULK, of NBC New York press department, and **DAVID DREW ZINGG,** former NBC press department staffer, are to be married March 6.

BRUCE DENNIS, public relations director of WGN Chicago, has been re-elected a director of Chicago Headline Club of Sigma Delta Chi for 1948.

Dealer Campaign

DEALER promotion campaign is underway at KSTP St. Paul-Minneapolis, with distribution of gimmick mailing pieces. First piece in series features early morning show which advertises Carter's Little Liver Pills. Bright yellow folder has cut-out insert of bird with cork in beak on front cover, with inscription, "The Early Bird Is Pulling the Cork . . ." When folder is opened, cut-out slides through slot to inside page and points to continuation of inscription, reading, ". . . on New Profits for You!" Drawing of bottle of Carter's pills, from which bird has pulled cork, is presented with dollar marks flowing from opening. Another KSTP mailing piece, headed "Why Things Are Cookin' at KSTP," features cut-out picture of Joe Cook, station's new sales promotion manager.

KLZ Report

FOUR-PAGE report on 1947 activities of KLZ Denver has been sent out by that station to over 2,000 business and civic leaders throughout Colorado and other states. Report discusses station's programs, both network and local; sports coverage; news presentations; technical advancements; national awards; farm department; religious programs; special features; staff members; business.

Letter to Dealers

IN EFFORT to keep the industry informed on its plans and progress, WCAU-TV Philadelphia, sent letters to some 1,000 television manufacturers, distributors and dealers throughout its coverage area listing various steps station contemplated in connection with its Feb. 23 opening. Letter pointed out hours WCAU-TV test pattern will be aired, starting date and told just how station will handle announcements of any transmission difficulties during test runs. Letter was signed by Robert N. Pryor, public relations director.

In Clover

DURING severe Minnesota winter John Ford of WTCN Minneapolis-St. Paul offered records of "I'm Looking Over a Four-Leaf Clover" to first senders of actual four-leaf clovers. Expecting a dozen entries, station reports that Mr. Ford had to give away 50 pressings to first of some 450 entries.

Tom Mix Party

ANNUAL Tom Mix Straight Shooters Theatre Party, sponsored jointly in Rochester, N. Y., by makers of Ralston Food Products, WVET Rochester, and local Loew's theatre, attracted a crowd of 6,000 youngsters, WVET reports. Some 1,800 children were turned away when house was jammed to its capacity 30 minutes before party starting time, according to officials. Affair was publicized by WVET announcements, newspaper copy and theatre trailers.

Sewing Contest

ALL-EXPENSE-paid five-day visit to Havana is top prize in dressmaking contest sponsored jointly by WMPS Memphis and 14 Black and White Department stores in Memphis area. Contestants are asked to submit dress of their taste and patterned along 1948 style. Dresses may range from child's size to women's sizes. Fifty-five additional prizes are offered in contest which will end March 13. Promotion for stunt, planned as annual affair, is carried daily on WMPS on its "Eddie Hill Show" aired direct from Black and White store in downtown Memphis.

Farm Newsletter

MONTHLY newsletter to farmers in the area has been started by Larry Haeg, farm service director of WCCO Minneapolis. Printed on attractive letterhead featuring picture of Mr. Haeg and map of WCCO area, letter discusses topics of general interest to farmers such as soil conservation, dry milk manufacturing and farm income.

Meaning of Free Speech

"WHAT FREE Speech Means to Me" is subject of contest conducted by WENR Chicago, in connection with ABC's "America's Town Meeting" program. Contest which ended Feb. 20 offered winner and a companion three-day all-expense-paid trip to New York for best 100-word letter on the subject. Winner will be guest of honor of "Town Meeting" in New York March 9 when winning entry will be read. Other awards will be given for honorable mention entries.

KYW Miracle

MIRACLE CONTEST has been started in Philadelphia by KYW and Warner Brothers in promotion for moving picture, "A Miracle Can Happen." Winner of contest will get vacation week for two in Bermuda. Listeners are requested to submit letter or postcard answering question: "If a miracle could happen to you, what would you want that miracle to be?" Winner will be announced from stage of Stanley Theater in Philadelphia Feb. 24, where "Miracle" picture will be showing.

Educational Bulletin

FIFTH semi-annual bulletin summarizing educational programs to be aired throughout coming school season has been issued by WCAE Pittsburgh. Complete schedule is listed with description of various subjects to be presented and dates they will be heard. Prepared in cooperation with Pittsburgh Public Schools, Carnegie Library of Pittsburgh and Western Pennsylvania Safety Council, bulletins are distributed to all Carnegie Libraries in district, elementary schools and other educational institutions.

Kyser Corn

THINGS WERE poppin' around NBC a fortnight ago, with bags of corn (popcorn, that is) resulting. Sheets attached to the souvenirs revealed they were in celebration of the Feb. 14 tenth anniversary of "Kay Kyser's College of Musical Knowledge," Saturday night show on the network. Program, heard at 10 p.m., is sponsored by Colgate-Palmolive-Peet Co., Jersey City. Ted Bates Inc., New York, is the agency

World Map

CBS WORLD MAP, which is being offered to the network's listeners via announcements on New York Philharmonic broadcasts, has been sent to all members of the United Nations by the network. Described as first map published since war's end, it was made by Rand McNally in cooperation with CBS news and education departments. Copies may be had by writing CBS World Map, Box 828, Chicago, Ill., and enclosing ten cents handling cost.

Ziv Valentine

COLORFUL valentines featuring its transcribed "Boston Blackie" program were distributed to the trade by Frederic W. Ziv Co., Cincinnati. Front of valentine carried cut-out drawing of station manager crying and when opened revealed same manager laughing happily. Accompanying verse read: "Mr. Station Manager, sad as can be, because his Hooper was down below 3 . . . He aired 'Boston Blackie' and worried no more, his Hooper then soared to a heart-warming score." Heart drawings dotted valentine giving "Blackie" Hooperating in various cities where it is aired.

Count "Brides"

CONTESTANTS are asked to count number of times word "bride" is used on four specific broadcasts of ABC's "Bride and Groom" program to qualify for $1000 grand prize and 137 other cash prizes to be awarded in listener contest which closes March 5. Letter in 25 words or less telling why listener likes "Bride and Groom" must accompany each entry. Program is heard Mon.-Fri. 2:30-3 p.m. and gives away more than $10,000 in cash and merchandise to participants each week. This is first listener contest to be sponsored by program.

WDNC Bird

PLASTIC candle-holder in shape of a bird is gimmick insert in latest promotion card issued by WDNC Durham, N. C., to announce its change in frequency and increase in power. Card is one of series of promotions used by station during past several weeks. Small pink bird is inserted in card with copy reading: "We're singing like a [bird] Engineers making equipment tests tell us we're going places with our new 5,000 watts—They have us singing like a bird 'cause they say it won't be long. . . ."

'Radio Dollar Days'

PROMOTION for Plattsburg, N. Y.'s first "Radio Dollar Days," sponsored Feb. 13 and 14 by 50 local merchants was handled exclusively by WMFF Plattsburg. Merchants offered sale values on all types of merchandise. Tape recordings of outstanding values of each store were made in store by owner or manager and then aired on WMFF during special promotion programs featuring music and sales points. Station reports that campaign was very successful, and plans are being made for future "Radio Dollar Days."

Path of Oranges

PATH of oranges has been made between Chicago and Winterhaven, Fla., by cast of ABC's "Ladies Be Seated" program. Winterhaven Chamber of Commerce sent two-ton supply of the fruit to Tom Moore, m.c. of show, before cast left for Feb. 16-20 broadcasts from Florida Citrus Growers' Assn. Exposition. Oranges were given to Chicago studio audience with remainder of supply distributed to listeners along Southern Railway route to Florida. Recipients were those whose names were Moore and who met the train at various stops along route.

Magic Slogan

SOME ten years ago WBIG Greensboro, N. C., adopted as its slogan "Serves America's 6th City 'The Magic Circle'." So effective has "Magic Circle" slogan been that it has been adopted by local organizations including Greensboro Merchants Assn. and Chamber of Commerce. Promotion information for annual "March of Styles" to be held in Greensboro March 14-20 under auspices of Trade Expansion Committee, has been distributed by that committee to local merchants in bulletin headed "Your Key for Building Business from The Magic Circle." WBIG is distributing copies of this bulletin to the trade with attached note pointing out wide adoption of station's slogan. Note also states that WBIG will give full coverage to "March of Styles Week." Bulletin to merchants includes many suggestions on promoting the week and trade through use of radio.

Resources: Agriculture, livestock production and marketing, railroads, 52 industrial plants, adequate retail and wholesale markets, and a vast supply of high quality natural gas from nearby oil fields for industrial and domestic uses. For additional information write direct or consult our National Representatives.

KCMC and KCMC-FM
Frank O. Myers
Manager

TAYLOR-HOWE-SNOWDEN
Radio Sales
National Representatives

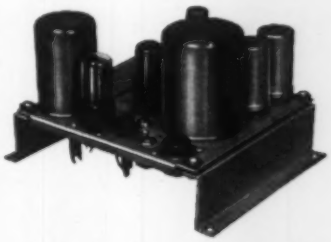
4 New Ways to put live quality into transcriptions...

G-E VARIABLE RELUCTANCE PICKUP NOW WITH DIAMOND STYLUS!

Virtually banishes Needle Scratch, Needle Talk, and Distortion! Rides lightly in the grooves, responding only to *lateral* motion. Rugged mechanically . . . built to stand abuse . . . practically unaffected by temperature or humidity. Available with the long-wearing Diamond Stylus with either of 2 Stylus radii—2.5 & 3 mil. (G-E Sapphire Stylus pickups are all 3 mil). Net to broadcasters..$29.63.

G-E TRANSCRIPTION TONE ARM

Especially adapted for use with the G-E Pickup. Newly designed in strong, feather-light magnesium, this low mass tone arm is easily mounted on a standard turntable. Offered now by General Electric at an economical price to broadcasters.....$35.00.



G-E EQUALIZED TRANSCRIPTION PRE-AMPLIFIER

This high quality AC operated audio amplifier enables broadcasters to take full advantage of the superior performance of the G-E Variable Reluctance Pickup. A switch mounted on the turntable permits selection of 4 types of reproduction. Net to broadcasters..$125.00 (less tubes). Set of tubes for pre-amplifier.....$8.00.

G-E TRANSCRIPTION EQUALIZER

For use with your present unequalized pre-amplifier. This equalizer is expertly engineered to complement present record and transcription frequency characteristics when used with the G-E Pickup mounted in the G-E Tone Arm. Extra magnetic shielding reduces hum pickup. Price net to broadcasters.....$45.00.

USE THIS CONVENIENT COUPON TO ORDER THIS G-E AUDIO EQUIPMENT TODAY!

If you want further information, consult your nearest General Electric transmitter representative, or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, N. Y.*

LEADER IN RADIO, ELECTRONICS AND TELEVISION

GENERAL ELECTRIC

160-G1A-6914

General Electric Company, Transmitter Division, Electronics Park, Syracuse, N.Y.

Please ship me, subject to your standard conditions of sale, the items checked below:

- ☐ G-E Pickup (diamond stylus) (specify which model) ☐ 2½ mil stylus ☐ 3 mil stylus
- ☐ G-E Tone Arm (Pickup not included)
- ☐ G-E Equalized Transcription Pre-Amplifier ☐ (set of tubes for Pre-Amp)
- ☐ G-E Transcription Equalizer
- ☐ Send me descriptive bulletins on all of these items
- ☐ Check or M.O. enclosed. ☐ Bill me.

NAME.....

STATION.....ADDRESS.....

CITY.....STATE.....

Mail this coupon today.

February 16 Decisions . . .

BY COMMISSION EN BANC

Va. Bcstg. Corp., Roanoke, Va.—Adopted opinion and order denying petition for rehearing or reconsideration directed against the Commission's decision of Sept. 5, 1947, denying its application for new station on 610 kc, or in the alternative, grant to it of the frequency 1240 kc at Roanoke.

WLVA Lynchburg, Va. — Adopted opinion and order denying petition for mod. of Commission's final decision insofar as that decision imposes a condition on the Lynchburg grant to the effect that that grant is subject to any interference received in the event of grant of the pending applications of either WARM Scranton, or WBAX Wilkes-Barre, and granted mod. CP to specify frequency of 590 kc, change of trans. and trans. location, and for approval of DA.

WLAD Danbury, Conn.—Granted consent to transfer of control over Berkshire Bcstg. Corp., permittee of AM station WLAD and WLAD-FM, through sale of 72.5% of the voting stock of the permittee corporation for a total consideration of $39,000.

KVNI Couer d'Alene, Idaho, and KNEW Spokane, Wash.—Granted consent to transfer control of Couer d'Alene Bcstg. Corp., from Scripps Newspapers, Inc., to Burl C. Hagadone and Harry Henke Jr., conditions.

KCBC Des Moines, Iowa—Granted assignment of license for AM station KCBC from Capital City Bcstg. Co. (an Iowa Corp.) to Kapital City Bcstg. Co. (a Delaware Corp.), for consideration of $133,798 plus certain liabilities and obligations (Comrs. Hyde and Durr for hearing).

Texas Star Bcstg. Co. Harlingen, Tex.—Granted CP for new station to operate on 1530 kc with 50 kw unl., except for time between local sunset at Cincinnati, Ohio and Sacramento, Calif., DA-DN provided applicant agrees to satisfy all legitimate complaints of blanket interference occurring within the 250 mv/m contour, and subject to approval of proposed trans. site and ant. system by CAA.

WCKY Cincinnati, Ohio—Adopted an order dismissing as moot petition requesting the Commission designate for hearing the above application of Texas Star Bcstg. Co.

Birney Imes Jr., Grenada, Miss.—Adopted an order granting petition to waive Sec. 1.363 of the rules to permit filing of an application for CP for new station to operate on 1490 kc 250 w unl.

WLBK DeKalb, Ill.—Granted license for new station to operate on 1360 kc 500 w D.

WABZ Albemarle, N. C.—Granted consent to assignment of license of station WABZ from Albemarle Bcstg. Co. to Radio Station WABZ Inc.

Hearing Designated

Designated for hearing to be held March 22, in Washington, application of Liberty Bcstg. Inc., and Grandwood Bcstg. Co. for consent to assignment of license for station WOOD Grand Rapids, Mich.; American Bcstg. Co. Inc., and King-Trendle Bcstg. Corp. made parties to the proceeding.

Petition Denied

WJBW New Orleans, La.—Denied petition to postpone oral argument scheduled for February 17.

ACTIONS ON MOTIONS

By The Commission

Petition Denied

National Association of Bcstrs.—Denied petition to postpone hearing on editorializing by broadcast licensees, scheduled to start at Washington, March 1, to April 15. In view of arrangements for appearance by many others, was not convenient to postpone hearing, so it will proceed as scheduled and arrangements will be made to accommodate NAB witnesses thereafter.

Petition Granted

KWK St. Louis, Mo.—Granted petition for continuance of hearing from Feb. 20 to March 24.

Texas Gulf Coast Bcstg. Co., Corpus Christi, Tex.—Granted petition to dismiss without prejudice its application. Further ordered that application of KBKI, Alice, Tex., be removed from hearing docket.

KWTO Springfield, Mo.—Granted petion for continuance of hearing from Feb. 27 to March 31, on its application.

WKJG Ft. Wayne, Ind.—Granted petition for extension of time to Feb. 28, in which to file an answer to petition for reconsideration filed by WSPD against grant without hearing of WKJG's application.

ACTIONS OF THE FCC

FEBRUARY 13 TO FEBRUARY 19

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

February 16 Applications . . .

ACCEPTED FOR FILING

License for CP

WMAZ Macon, Ga.—License to cover CP, as mod., which authorized increase in power and install new trans. and authority to determine operating power by direct measurement of ant. power, and license to cover CP which authorized to install old main trans. at present site of main trans., to be operated on 940 kc, with power of 5 kw, for auxiliary purposes only, employing DA.

KRLC Lewiston, Idaho — License to cover CP, as mod., which authorized to change name of licensee, change frequency, increase power, install new trans. and DA-N and change trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WDWS Champaign, Ill.—Mod. CP, as mod., which authorized installation of new vertical ant., mounting of FM ant. on top of AM tower and change in trans. location, to change type of trans. and for extension of completion date.

AM—1390 kc

WEMJ Youngstown, Ohio—Authority to determine operating power by direct measurement of ant. power.

AM—930 kc

WLBL Stevens Point, Wis.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

KARM-FM Fresno, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

KWBR-FM Oakland, Calif.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WLAD-FM Danbury, Conn.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WAMS-FM Wilmington, Del.—Mod. CP which authorized new FM station for extension of completion date.

WLEY Elmwood Park, Ill.—Mod. CP which authorized new FM station, for extension of completion date.

WMFM North Adams, Mass.—Mod. CP, as mod., which authorized new FM station to change trans. site, ERP to 2.4 kw; make changes in ant. system and change commencement and completion dates.

WJR-FM Detroit, Mich.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WRWR-FM Albany, N. Y.—Same.

WRUN-FM Utica, N. Y.—Same.

WLAL Lakewood, Ohio—Same.

WFBG-FM Altoona, Pa.—Same.

License for CP

WBRE-FM Wilkes-Barre, Pa.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

KYFM San Antonio, Tex.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

TV—210-216 mc

Voice of Alabama Inc., Birmingham, Ala.—CP for new commercial television station to be operated on Channel 1[illegible] 210-216 mc, ERP of vis. 26 kw, aur. [illegible] stated.

General Bcstg. Co., Atlanta, Ga.—CP for new commercial television station to be operated on Channel 13, 210-2[illegible] mc, ERP of vis. 36.8 kw, aur. not stated.

TV—54-60 mc

The KCKN Bcstg. Co., Kansas City, Mo.—CP for new commercial television station to be operated on Channel [illegible] 54-60 mc, ERP of vis. 15.4 kw, aur. [illegible] kw.

TV—192-198 mc

Edgar B. Stern, Edgar B. Stern Jr. and Philip M. Stern, d/b as Mississippi Valley Bcstg. Co., New Orleans, La.—CP for new commercial television station to be operated on Channel 10, 192-[illegible] mc, ERP of vis. 31.7 kw, aur. 16 kw.

Transfer of Control

WFTL Fort Lauderdale, Fla.—Voluntary transfer of control of licensee corp. from Gene T. Dyer, Evelyn M. Dyer, Dwight L. Rogers and Reginald B. Martin to Gore Pub. Co.

Modification of CP

WVIM Vicksburg, Miss.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WEBR Buffalo, N. Y.—Mod. CP, as mod., which authorized change in frequency, increase in power, install new trans. and DA-DN and change in trans. location for extension of completion date.

WTRY Troy, N. Y.—Mod. CP which authorized to increase power, install new trans. and DA-DN and change trans. location for extension of completion date.

WRUN Utica, N. Y.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WSAR Fall River, Mass.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN use and change trans. location for extension of completion date.

WNNC Newton, N. C.—Mod. CP which authorized new standard station to change type of trans. and for approval of ant. trans. AMENDED to make changes in ant. and change trans. location.

Assignment of License

WSRS Cleveland Heights, Ohio—Voluntary assignment of license from Samuel R. Sague, to WSRS, Inc.

AM—1300 kc

KVET Austin, Tex.—Voluntary acquisition of control of licensee corp. from Merrill L. Connally to John B. Connally, Jr.

AM—1150 kc

WISN Milwaukee, Wis.—CP to make changes in trans. equipment.

FM—98.9 mc

Tuscaloosa, Bcstg. Co., Tuscaloosa, Ala.—CP for new FM station to be operated on Channel 255, 98.9 mc, ERP of 13.15 kw.

License for CP

WDBQ Dubuque, Iowa—License to cover CP, as mod., which authorized new FM station.

WWNY-FM Watertown, N. Y.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WMAW-FM Milwaukee, Wis.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Remote Pickup

Monroe Bcstg. Co. Inc., Rochester, N. Y.—CP for new remote pickup station on 152-162 mc, 20 w and hours of operation in accordance with Section 4.403, emission special for FM, and CP for new remote pickup station on 152-162 mc, 15 w.

TV—204-210 mc

Crosley Bcstg. Corp., Indianapolis, Ind.—CP for new commercial television station to be operated on Channel 13, 180-186 mc, ERP of vis. 30.1 kw, aur. 25.4 kw unl. AMENDED to change Channel 8, 180-186 mc, to Channel 12, 204-210 mc to increase ERP from vis. 30.1 kw to 33.4 kw, aur. 25.4 kw to 28.2 kw and to make changes in ant. system.

License for CP

WXBV Manhattan, Kan.—License to cover CP which authorized reinstatement of CP.

RCA 857-B
Mercury-Vapor
Rectifier

the standard of comparison . . .
RCA mercury-vapor rectifiers

• RCA continues to lead the way with more efficient manufacturing methods, new materials, and improved quality control . . . your assurance of *better* mercury-vapor rectifier tubes at *less* cost to you.

Get the mercury-vapor rectifiers you need from RCA . . . including such well-known types as RCA 857-B, 869-B, 872-A, 8008, 866-A, 816, 575-A and 673. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section BP36, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

AUTHORIZATION CANCELLED

AM—1050 kc

WTVN, Washington County Bcstg. Corp., Johnson City, Tenn.—1050 kc 1 kw D.

APPLICATION RETURNED

Assignment of CP

WXNJ Somerset County, N. J.—Consent to assignment of CP of FM station to WXNJ Inc. RETURNED Feb. 10.

APPLICATION DISMISSED

Empire Coil Co. Inc., Niagara Falls, N. Y.—CP for new commercial television station to be operated on Channel 13, 210-216 mc, ERP of vis. 25.6 kw, aur. 12.46 kw unl. DISMISSED Feb. 11.

TENDERED FOR FILING

Transfer of Control

WSBR Superior, Wis.—Consent to transfer of control from Ford S. Campbell, Emily Campbell, and Ford S. Campbell Jr. to KBIZ Inc.

Modification of CP

WDEL-FM Wilmington, Del.—Mod. CP to specify trans. site, type of trans., ant. height above average terrain and ant. system; change ERP.

TV—192-198 mc

Airfan Radio Corp. Ltd., San Diego, Calif.—CP for new commercial television station to be operated on Channel 10, 192-198 mc, ERP of vis. 19.8 kw, aur. 10.4 kw.

TV—192-198 mc

Leon N. Papernow, William F. Eddy, Richard T. Clarke, Russell R. Rogers and Charles A. Muehling, d/b as Television Bcstg. Co., San Diego, Calif.—CP for new commercial television station to be operated on Channel 10, 192-198 mc ERP of vis. 2.67 kw, aur. 1.335 kw.

Modification of CP

WJOB Hammond, Ind.—Mod. CP to change the proposed trans. location and make changes in ant. and ground system.

AM—900 kc

Kentucky Mountain Bcstg. Co., Prestonsburg, Ky.—CP new standard station to be operated on 900 kc 1 kw D.

TV—186-192 mc

Cowles Bcstg. Co., Des Moines, Iowa—CP for new commercial television station to be operated on Channel 9, 186-192 mc, ERP of vis. 25.5 kw, aur. 12.75 kw.

TV—76-82 mc

WHB Bcstg. Co., Kansas City, Mo.—CP for new commercial television station to be operated on Channel 5, 76-82 mc, and ERP of vis. 18 kw, aur. 10 kw.

TV—76-82 mc

Harris County Broadcast Co., Houston, Tex.—CP for new commercial television station to be operated on Channel 5, 76-82 mc, and ERP of vis. 18.2 kw, aur. 9.56 kw.

February 17 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

Order Adopted

Announced memorandum opinion and order disposing of pleadings in re applications of Jackson Bcstg. Co., Jackson, Tenn., et al (Docket 7487, etc.), as follows:

Granting petition for relief filed by George Arthur Smith on Feb. 5, 1948, pursuant to Sec. 6 of Administrative Procedure Act in which he requested immediate consideration of his pending motion to strike (which was treated as opposition to petition for rehearing filed by Hub City Bcstg. Co.); denied motion filed by George Arthur Smith on June 2, 1947 to strike petition of Hub City Bcstg. Co. filed May 28, 1947, for rehearing or other relief directed against decision of Commission dated May 8, 1947.

Further ordered that, upon consideration of oppositions filed by Jackson Bcstg. Co. and Hub City Bcstg. Co. on Jan. 22 and Jan. 23, 1948, respectively, to petition of George Arthur Smith filed Jan. 13, 1948, seeking to have order of Dec. 4, 1947, vacated, and upon consideration of replies to these oppositions filed by George Arthur Smith on Jan. 23, 1948, and Jan. 26, 1948, respectively, order of Jan. 23, 1948, denying said petition of George Arthur Smith filed Jan. 13, 1948, is affirmed.

Further ordered that motion of George Arthur Smith filed on Feb. 9, 1948, for declaratory ruling and to delete Issue I from amended hearing notice is denied.

Further ordered that petition of George Arthur Smith filed Feb. 12, 1948, to clarify or modify issues contained in order of Jan. 23, 1948 is denied.

Further ordered that motion filed Feb. 12, 1948, by George Arthur Smith for continuance of hearing in this matter is denied.

Petition Granted

Announced order granting petition of Illinois Valley Bcstg. Co. to reconsider action designating for hearing application for mod. CP requesting operation of WIRL Peoria, Ill., with 5 kw N; removed said application from hearing docket and granted same, subject to cond. that radiation in direction of Dayton, Ohio, be restricted as stated in order.

Petition Granted

Granted petition of Kanawha Valley Bcstg. Co. (WGKV), Charleston, W. Va., for continuance of oral argument from Feb. 17, to March 22 in re its application for renewal of license and transfer.

BY THE SECRETARY

WJJL Niagara Falls, N. Y.—Granted license for new station 1440 kc 1 kw D and specify studio location.

WSKY Asheville, N. C.—Granted license for increased power and changes in vertical ant. and trans.

WSKI Montpelier, Vt.—Granted license for new station 1240 kc 250 w unl.

WFTM Maysville, Ky.—Granted license for new station 1240 kc 250 w unl.

WHOT South Bend, Ind.—Granted license install new trans.

Radio Athens Inc., Athens, Ga.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

Following were granted extension of completion dates as shown: KELO Sioux Falls, S. D., to 5-1-48; WIBC Indianapolis, Ind., to 9-15-48; KRTN Raton, N. Mex., to 8-13-48; WVAM Altoona, Pa., to 5-10-48.

WCPA Clearfield, Pa.—Granted license for new station and specify studio location 900 kc 500 w D.

WINR Binghamton, N. Y.—Granted license for changes in trans.

WLAK Lakeland, Fla.—Granted license for change in frequency, increase power and install new trans.

KWEI Weiser, Idaho—Granted license for new station 1240 kc 250 w unl.

KSBW Salinas, Calif.—Granted license for new station 1380 kc 1 kw DA unl.

WOAP Owosso, Mich.—Granted license for new station 1080 kc 250 w D.

KVOL Lafayette, La.—Granted license install new trans.

WRRF Washington, N. C.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WHIS Bluefield, W. Va.—Granted mod. CP to change type trans.

KOKH Oklahoma City, Okla.—Granted mod. CP to change studio and trans. sites and changes in ant. and completion date to be 7-21-48.

Following were granted extension of completion dates as shown: WCAO Baltimore, to 5-17-48; WKVM Arecibo, P. R., to 4-15-48; WNAO Raleigh, N. C., to 4-10-48; KOKH City of Oklahoma, Okla., to 7-21-48; KFTG Ft. Worth, Tex., to 5-10-48; WHDH-FM Boston, to 5-14-48; WKJF Pittsburgh, to 5-31-48; WJDX-FM Jackson, Miss., to 4-15-48; WCRS-FM Greenwood, S. C., to 5-28-48; WTOA Trenton, N. J., to 6-10-48; KCOH-FM Houston, Tex., to 5-16-48; KBON-FM Omaha, Neb., to 5-6-48; WHMB Washington, D. C., to 5-3-48; WMCF Memphis, Tenn., to 6-1-48; KMYC-FM Marysville, Calif., to 3-10-48; WKST-FM New Castle, Pa., to 4-15-48; KBIX-FM Muskogee, Okla., to 5-16-48; KMGM Los Angeles, to 5-16-48; WSOY-FM Decatur, Ill., to 5-1-48; KGO-FM San Francisco, to 9-6-48; KFSD-FM San Diego, Calif., to 6-5-48; KYW-FM Philadelphia, to 7-2-48.

WRON Ronceverte, W. Va.—Granted license for new station 1400 kc 250 w unl.

WJOB Hammond, Ind.—Granted license install new trans. Granted license install old main trans. for aux. purposes with power of 250 w.

WITA San Juan, P. R.—Granted mod. CP to change type trans.

KVLH Pauls Valley, Okla.—Granted license for new station 1470 kc 250 w D.

WHLF South Boston, Va.—Granted license for new station 1400 kc 250 w unl.

KDZA Pueblo, Col.—Granted license for new station 1230 kc 250 w unl.

WSRS Cleveland Heights, Ohio—Granted license for new station 1490 kc 250 w unl.

WWPB Miami, Fla.—Granted license for new station 1450 kc 250 w unl.

WLCR Torrington, Conn.—Granted license for new station and specify studio location 990 kc 1 kw D.

KRUL Corvallis, Ore.—Granted license for new station 1340 kc 250 w unl.

KWGB Goodland, Kan.—Granted license for new station 730 kc 1 kw D.

KGNC Amarillo, Tex.—Granted license change frequency, increase power, change type trans., install DA-DN and change trans. location.

KXAR Hope, Ark.—Granted license for new station 1490 kc 250 w unl.

KCRG Cedar Rapids, Iowa—Granted license for new station 1600 kc 5 kw DA-N unl.

(Continued on page 70)

Dempsey Was There

AMONG the dignitaries who attended the annual Radio Correspondents Assn. banquet in Washington Feb. 7 was John J. Dempsey, former Democratic Congressman from New Mexico and former governor of his state, who came all the way from Palm Springs, Calif., to attend the affair. Mr. Dempsey has a special interest in the organization for it was he who sponsored House Resolution 169 during the 76th Congress which authorized the establishment of a separate gallery for radio correspondents. The resolution was approved April 20, 1939 and the gallery was opened a month later. To show its appreciation, association designated Mr. Dempsey an associate member. He is the father of Wm. J. Dempsey, former FCC general counsel, now practicing in Washington.

"VIC" DIEHM SAYS:

It's been PROVEN

Your WAZL advertising dollars will result in direct sales gains. The annual earnings of this rich Anthracite and Industrial region of Pennsylvania totals $55,000,000 per year. That's a lot of money . . . and it's all spent in WAZL's coverage area. Contact WAZL or our National Representative.

Robert Meeker Associates
521 Fifth Ave.,
New York City

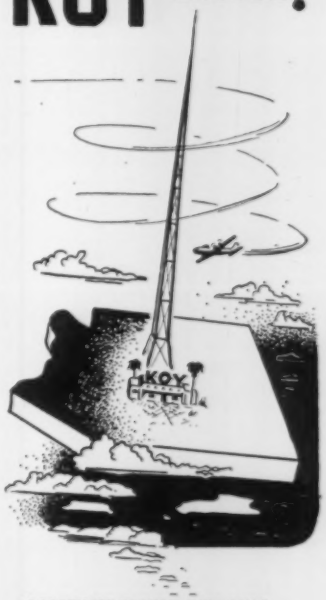
AFFILIATED WITH NBC - MBS

WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 - Hazleton, Pa.

TWA DOUBLES TRAFFIC INTO KOY LAND!



PASSENGER TRAFFIC INTO PHOENIX DOUBLES IN 12 MONTHS.

PASSENGER LOADINGS	DAILY FLIGHTS
JAN. 47 3354	15
JAN. 48 6593	25

YOU, TOO, CAN CASH IN ON THIS RICH, GROWING MARKET WITH KOY & THE ARIZONA NETWORK!

KOY

550 KC
CBS AFFILIATE

KEY STATION OF
THE ARIZONA NETWORK

PHOENIX, ARIZONA

National Representatives
JOHN BLAIR AND COMPANY

Only $1,375 Buys the 76-B4

DELIVERY NOW

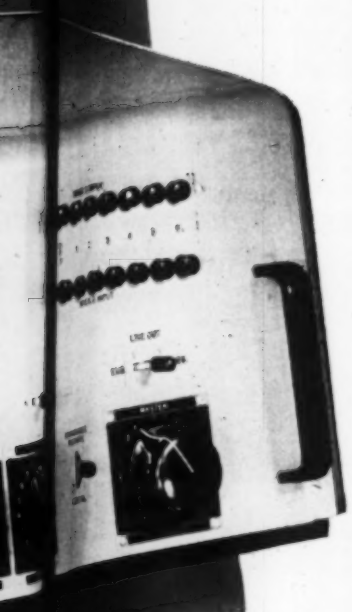
Now sold! Over 1,000 consolettes of the 74-B series

The Features

- Four pre-amplifiers.
- Over-ride facilities for all remote lines. Permits engineer or announcer on remote broadcast to "call-in" by over-ride on control room speaker.
- Six-channel mixer.
- Direct talk-back system to any studio and any remote line. Studio speakers and remote lines are interlocked to prevent feedback.
- Cue feed to remote lines.
- Five spare monitor inputs for monitoring externally produced programs, such as networks, other studios, outgoing channels, etc.
- Large VU meter connected to rotary selector switch permits accurate program monitoring. Plate current checking system for all tubes and program channel.
- No lost time due to possible failures of amplifiers or power supplies. Emergency operation may be obtained quickly by means of switches.
- Headphone monitoring across output line, monitor and external source, such as network.
- Recorder feed.
- Low-noise, low-microphonic type-1620 tubes.
- Built-in isolation coils for remote lines and turntable booster amplifiers.

76-B4-Broadcasting's favorite Consolette

for AM, FM and TV



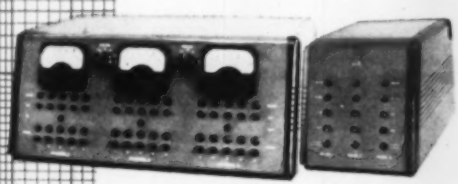
NOTHING like the 76-B4 Consolette to keep studio programs and rehearsals in motion. Because there's nothing like it for flexibility and easy operation. It provides program quality that meets FM requirements. It has full facilities for simultaneous auditioning and broadcasting . . . for practically any combination of studios, turntables, or remote lines. It performs all the amplifying, monitoring, and control functions of most large and small stations—AM, FM, and TV sound.

Here's where you use it

- For two-studio operation, using two microphones in each—one announce booth microphone, and one control-room microphone.
- For two transcription turntables using external booster amplifiers.
- For single-studio operation . . . using four microphones, one announce booth microphone, and one control-room microphone.
- For remote lines—up to six! With independent control of each.

For complete technical information on the 76-B4, the consolette that's backed by more than 20 years of broadcast engineering experience *in the field*—call your RCA Broadcast Sales Engineer. Or write Dept. 19-BB.

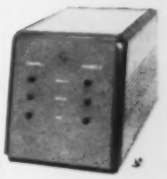
NOW . . . Switching Systems for RCA Consolettes



Master Control Sub-Control

Type BCS-1A—Handles the output of as many as five control consolettes. Feeds three outgoing lines. Enables you to monitor studio, network, recording room, remote inputs. Switches these inputs into transmitter or network lines.

Type BCS-2A—For the smaller station requiring only two RCA consolettes. Handles up to four studios and two announce booths. Routes your program to two outgoing lines (AM, FM, or either transmitter and a network lines).



Sub-Control

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Production

H. LESLIE ATLASS Jr., son of the WBBM-CBS Chicago vice president and general manager, has been named program director of WIND Chicago, replacing **HOWARD MILLER,** resigned. Mr. Atlass had been with WBBM since his return from military service in 1945.

ALLAN DALE, former announcer of KFH Wichita, Kan., has joined KURV Edinburg, Tex., as production manager.

DAVE and **JO-ANNE ROURKE** have joined WPDQ Jacksonville, Fla., where they conduct morning disc show.

BOB LYLE has returned to KMOX St. Louis, as staff announcer, after absence of four years, during which time he served as lieutenant (jg) in the Navy and as director of sports and special events at WGBS Miami, Fla. Mr. Lyle left KMOX to join the Navy in 1943. Before joining KMOX eight years ago he had been with WGPC Albany, Ga., WTAX Springfield, Ill., and KXOK St. Louis.

Mr. Lyle

JOCELYN LAND-VOIGT BROWN, former editorial assistant of **BROADCASTING,** and continuity writer with WTIK Durham, N. C., has been named head of continuity department of WJHP Jacksonville, Fla. She succeeds **GERALD WHITE.**

VANCE HALLECK, former program manager and script editor at Irwin Shane's Television Workshop, New York, has joined production staff of WNBW Washington, NBC television station. Mr. Halleck previously served as producer and dramatic director with WGR and WKBW, both in Buffalo. For several years he was Shakespearean actor with Globe Theatre in Cleveland and has been stage director for Buffalo Civic Opera Co.

FREDERICK J. EICHHORN 3rd, program director of KXL Portland, Ore., has resigned to accept position as program director with KING Seattle. **PAUL ROBINSON,** chief announcer of KXL, succeeds Mr. Eichhorn, and **BILL MASON** will succeed Mr. Robinson as chief announcer.

MARY LATTA, formerly with WJZM Clarksville, Tenn., and WBBM Chicago, Ill., has joined WCNT Centralia, Ill., as copywriter.

BILL GRIFFIN, former producer-director at WNEW New York, has been named program manager of WDHN-FM New Brunswick, N. J., which is due to begin operations this spring.

DOROTHY MILLER, member of WBBM Chicago's publicity staff, has been appointed director of education department. In her new capacity Miss Miller is in charge of public service programs at WBBM, coordinating all CBS educational programs originating entirely or in part at network's Chicago owned-and-operated station.

GLADYS TOMAJAN, music consultant of WTAG Worcester, Mass., has been appointed special assistant to program department in addition to her other duties. Miss Tomajan also writes and conducts Saturday morning children's music appreciation series, "Make Friends with Music."

JIM GATES, former announcer of KCOL Fort Collins, Col., has joined KRDO Colorado Springs.

JACK HITCHCOCK, program manager and part-owner of KCOL Fort Collins, Col., and Arlene Speas have announced their marriage.

JACK EDWARDS, formerly with KDYL Salt Lake City and KBA Seattle, Wash., and **FRED McCALL,** former program director of KVAL Brownsville, Tex., WGY Schenectady, and WOLF Syracuse, N. Y., have joined announcing staff of KTSA San Antonio, Tex.

DANNY O'NEILL, singer, has been signed to two months contract to appear on NBC "Eddie Cantor Show."

HELEN BUCK, head of WCAU Philadelphia transcription department, has been appointed film editor and head of film library for WCAU-TV. **VERNA HASSETT,** former assistant in WCAU traffic department, has been promoted to Miss Buck's former position in transcription department.

I. S. BECKER, CBS New York director of operations, is in Hollywood discussing budget matters with **ERNIE MARTIN,** Hollywood director of network programs.

GEORGE SNELL, KEEN San Jose program manager, has been appointed radio chairman for 1948 Red Cross drive in that city.

ED CHANDLER, Hollywood freelance announcer, is the father of a girl, born Feb. 4.

JAMES F. McDONOUGH, formerly with CBS and WBYN New York, has been appointed program manager of WGHF (FM) New York. Mr. McDonough, who has been in radio over 15 years, also spent several years on the stage.

Mr. McDonough

LOUISE MORGAN, commentator for women on WNAC Boston, for fourth consecutive year has been voted "Woman of the Year" by students of Lynn Classical High School.

ED LITTLE, formerly with WHAM Rochester, has joined announcing staff of WBEN Buffalo. He previously worked with WEBR Buffalo. **SALLY WORK,** women's director of WBEN, has been named chairman of District 2 of Assn. of Women Broadcasters. District 2 comprises New York and New Jersey.

JOE LUTZKE, member of music library staff at NBC Central Div., Chicago, has joined division's continuity acceptance department, replacing **HUGH ROWLANDS,** resigned (see Management).

VALERIE DAVIES, formerly with Donnelly Agency, New York, has joined WGAT Utica, N. Y., as director of woman's programs. **EDWARD STORSBURGH** has joined WGAT as announcer.

COHEN MYERS and **OLIVIA DAVIS,** stars of "Pop Jr., and Tutt," heard over WMGY Montgomery, Ala., have announced their marriage.

AL MAFFIE, formerly with WFEA Manchester, N. H., has joined WLNH Laconia, N. H., as program director.

ROB ALLAN has joined announcing staff of WFEA Manchester, N. H.

HAZEL KENYON MARKEL, acting program manager of WTOP Washington, has been elected junior vice president of Washington Chapter of Reserve Officers of Naval Services. Mrs. Markel is only woman on executive committee of the national organization.

ELLIOTT WHALEN, former chief announcer at WHIM Providence, R. I., has joined announcing staff of WCOP Boston.

KEN KEESE, former program director of WESC Greenville, S. C., has joined WGRV Greeneville, Tenn., in similar capacity.

JACK CHENOWETH, formerly with WADC Akron, has joined announcing staff of WPDX Clarksburg, W. Va.

JOHN H. RHODES, formerly with WKZO Kalamazoo, Mich., has been appointed program director of WBNB Beloit, Wis.

RICHARD W. HARLEY, student of radio classes at Northwestern U., has joined staff of WLEY(FM) Elmwood Park, Ill.

DON HEATH has joined announcing staff of WREN Topeka, Kan.

JOE MASON, former announcer of WGBR Goldsboro, N. C., has joined announcing staff of WDUK Durham, N. C.

KEN WARREN has been named chief announcer at WNMP Evanston, Ill.

JOHN KENNEDY, former news writer at WBBM Chicago, has joined WOOD Grand Rapids, Mich., in announcing and news departments.

AL BENSON, Negro disc jockey at WJJD Chicago, has announced opening of his own talent and booking agency for Negro performers.

BOB BASSINDALE, recent graduate of Northwestern U., has joined WNMP Evanston, Ill., as announcer and continuity writer.

BETTY TIERNEY, assistant continuity director of WSNY Schenectady, N. Y., has been named continuity director. **EVELYN PETRULE** succeeds Miss Tierney as assistant continuity director.

SHIRL K. EVANS Jr., former program director of WDZ Tuscola, Ill., has joined WFMU Crawfordsville, Ind., as operations consultant.

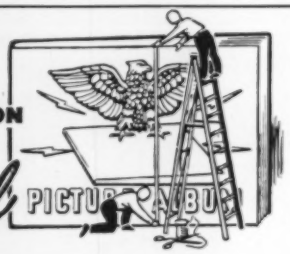
MARGARET COX, Radio Club director of WTAG Worcester, Mass., is on leave of absence from station while undergoing an operation.

JANE JARVIS, formerly with WIND Gary, Ind., WOC Davenport, and WTMJ Milwaukee, has joined WMAW Milwaukee, as staff organist.

RALPH ANDRIST and **RALPH BACKLUND,** writers with WCCO Minneapolis, were given honorable mention by American Newspaper Guild when it made its 1947 Heywood Broun Memorial Award. They were cited for their dramatic series, "Neither Free Nor Equal," designed to attack racial discrimination.

LATEST to join disc jockey ranks is Boston U.'s Warren S. Freeman, professor of music and executive alumni secretary. Prof. Freeman spins records each Wednesday night over WMEX Boston as part of Lowell Institute Cooperative Broadcasting Council's series of adult education by radio. His program, "The Music's the Thing," is designed to explore entire field of serious music from classical suite to grand opera.

NOW! DIRECT PUBLISHER-TO-STATION SERVICE ON



Tailored

RADIO PICTURE ALBUMS

Take advantage of the know-how gained by our personnel in almost 10 years of preparing and publishing radio picture albums utilized profitably by nearly 200 stations . . . coast to coast! New plan distributes albums throughout your broadcast area . . . at no cost to you . . . at no cost to your listeners. Will produce new accounts . . . increase station revenue.

for exclusive representation in your city . . . write or phone 4-9180

American RADIO PUBLICATIONS, INC. 121 N. Washington St., Peoria 2, Illinois

Warm-Up Clicks

THE STUDIO - warm - up that Arlene Harris (Mummy) does prior to the "Baby Snooks Show" on NBC impressed a television talent scout so much that he has signed her up to repeat the act on television station KTLA in Hollywood.

WVJS 1420 KC AM "Serving the heart of the RICH OHIO VALLEY!" FM CHANNEL 241

SPORTS-NEWS-MUSIC

1,000 WATTS AM • Fulltime • 45,000 WATTS FM

WVJS ★ WVJS-FM NOW OWENSBORO, KY. SOON

Represented by RAMBEAU

Government Stand On Lobby Act Told

Only a Few Hired as Lobbyists Register, Kaufman Says

POSITION of the government on the Lobbying Act of 1946 was presented last week to the Senate Committee on Expenditures in the Executive Departments by Irving R. Kaufman, special assistant to the Attorney General.

Mr. Kaufman, who was appointed last fall by Attorney General Tom Clark to make a survey of the operation of the law to determine its effectiveness, told the committee that only "a small number" of organizations and persons employed to influence legislation had filed statements as required under the act.

Some persons, he said, have not complied on advice of counsel, contending that their "principal purpose" is not to influence legislation.

On the other hand, according to Mr. Kaufman, the government feels that the phrase "'principal purpose' means any purpose which is not merely incidental to the activities of the person in question." "Any other interpretation," he added, "would make the act meaningless and ineffective and would clearly defeat the expressed intention of the Congress."

His interpretation, contended Mr. Kaufman, was "amply substantiated by the legislative history of the act and by decisional law." He added, however, that the act has not been tested and that if the courts did choose to construe it in such a way so as to make it ineffective, then the Justice Dept. would make specific recommendations to strengthen the law.

Thus far, four radio figures have registered under the Act. [BROADCASTING, Feb. 16] and others are expected to follow suit shortly if the courts uphold the government position.

Agency Appoints Cheney L. A. Office Co-Manager

APPOINTMENT of Howard W. Cheney as co-manager of the Los Angeles office of Leo Burnett Co., Inc., and expansion of its West Coast offices have been announced by the agency's Chicago office.

Mr. Cheney had been serving as assistant to the president of MacMillan Petroleum Corp. since 1944. Previously he was associated with Lord & Thomas (Foote, Cone & Belding) until 1942 when he became advertising director for Lockheed Aircraft Corp. Mr. Cheney will direct West Coast activities as co-manager with Owen B. Smith, former account executive at the Chicago office.

Purpose behind expansion of West Coast branch is to coordinate services to Burnett coast accounts, according to the announcement. Agency, which handles 24 national accounts, services Globe Mills and the coast lines of Atchison, Topeka and Santa Fe railway system through its California offices.

RADIO PARK is the name attached by the community to landscaped site of WBOC Salisbury, Md., recently completed under $158,000 expansion program. Building contains five studios, music library, reception room, business and executive offices and a complete engineering department.

FAX COMMENT

TWO METROPOLITAN newspapers commenting editorially on facsimile experiments of *The New York Times* placed heavy emphasis on explanations that the news-disseminating system is only new or revolutionary from the standpoint of distribution—not publishing.

The editorials revolve about an experiment which began Feb. 16 involving the transmission from WQXR-FM, the *Times* FM station, of a four-page facsimile edition of the *Times* to receiving sets in 14 New York City department stores.

"What we should like to emphasize here," said the *Times* Feb. 17 in commenting on its own enterprise, "is that this new edition is 'new' only in the sense that it is a new means of transmission—just as the airplane is a new means of transmission. The same organization that is needed to make possible the first copy of the regular edition each morning would have to be in being to make possible a facsimile of the regular edition."

To reinforce its contention, the *Times* cited the number of its employes associated with only the editorial department, whose services also would be needed to make the facsimile edition possible. The editorial writer did not touch upon production staffs.

Distribution Factor

The *Washington Post*, however, treated the production aspects in its editorial columns Feb. 17, but also pointed out that facsimile "is not a revolutionary method of publishing a newspaper" but "is simply a revolutionary method of distributing a newspaper."

According to the *Post*, "the elaborate, painstaking and expensive process of gathering news, writing it, editing it, setting it in type and arranging it for publication all remain unchanged by facsmile. The new technique would, however, eliminate a number of exceedingly costly and cumbersome steps in getting the finished product to the reader. Stereotyping would be unnecessary; rotary presses could be forgotten; there would be no need for mail trucks or delivery boys."

The cost of operating a conventional newspaper plant, the *Post* declared in summing up production aspects, "could be cut almost in half." This might, the editorial said, "have the tonic effect of making it economically possible for many new newspaper enterprises to be started, thus augmenting competition in a field where monopoly control is peculiarly dangerous." The *Post* is owner of WINX and WINX-FM Washington.

Sidestepping predictions on the time when facsimile might reach full blossom, *The New York Times* pointed out the technical problems being encountered in the new field.

"But our new facsimile," said the *Times*, "is at least a portent of things to come. How important a portent we leave to the future."

Distribution Only New Angle, Papers Say

Rankin Heads U. S. Group to Geneva

5-Power High Frequency Planning Committee to Meet March 22

FORNEY A. RANKIN, assistant chief of the State Dept.'s International Broadcasting Division, will head the American delegation to the five-power High Frequency Broadcasting Planning Committee which meets March 22 at Geneva. Curtis B. Plummer, chief of the FCC's Television Broadcast Division, Engineering Dept., will be vice chairman.

The committee was vested by the Atlantic City Telecommunications Conference with the task of impartially allocating a limited number of assigned channels to all nations of the world, whose total requests exceed 1,200 high-frequency broadcast stations. Nations on the five-power committee are United States, Mexico, India, USSR and United Kingdom.

At the delegation's final meeting, held Tuesday morning at the State Dept., plans for U. S. participation in the Geneva meeting were discussed. Several members plan to leave March 12 on the *Queen Elizabeth*.

Members of the American delegation besides Mr. Rankin are: E. A. Chester, Robert W. De Hart, CBS; Charles R. Denny, NBC (tentative); Royal V. Howard, NAB (tentative); Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept.; Fred H. Trimmer, Roger Legge, Vivian Cartwright, International Broadcast Division, State Dept.; George E. Hughes, Associated Broadcasters; James P. Veatch, RCA; Col. A. G. Simson, Army; A. Prose Walker, assistant chief, FCC Television Broadcast Division.

ALL FROM MONTANA!

. . . and let's add to that ever-growing list, which the Treasure-State fostered

Rose Ellen Mudd— National Winner "I Speak for Democracy" Contest, recipient of $500 college scholarship.

Mrs. Edw. Bourquin— District 14 Winner National Radio Week winner of letter contest conducted by N.A.W.B., recipient RCA radio-phonograph.

also:

Judge Justin Miller, Pres., NAB
George Montgomery, movie actor
Clarence Streit, Union Now
Gary Cooper, movie actor
Wendell & Ken Nyles, CBS announcers
Harold G. Urey, nuclear fission expert
Chet Huntley, news analyst, CBS
Martha Raye, movie actress
Myrna Loy, movie actress

SMART PEOPLE! IT'S ALSO SMART TO USE

The ART MOSBY STATIONS
CBS KGVO MISSOULA — 5 KW DAY • 1 KW NITE
KANA · KGFM
KANA ANACONDA BUTTE 250 W
KGFM GREAT FALLS 5 KW IN PROGRESS
MONTANA

Realistic Audition

ABC's Tommy Bartlett pulled a fast one ala Ralph Edwards when he invited Ray Winkler, former announcer at KHGI Little Rock, to appear on a recent *Welcome Travelers* show. Visiting Chicago to audition for network announcing, Mr. Winkler was given the chore of broadcasting an imaginary bout between Louis and Wolcott. During his description the audience broke into applause and finally laughter. Turning around, he found himself staring at the world's heavyweight champion—also a guest on the program.

Westinghouse Radio Div. Will Step Up Output 50 %

HAVING set a new production record of more than 500,000 receiving sets in 1947, with factory billing of $22,500,000, Westinghouse Home Radio Division plans to step up output 50%, according to F. N. Sloan, division manager.

December output alone was 70,000 sets, a new record, according to Mr. Sloan. The Westinghouse line will be enlarged to include models in price brackets not now served. New line of television receivers is being presented in various cities, with other models under development. Production will start soon on a new low-priced AM-FM table model in plastic cabinet and a new console combination.

Mr. Sloan predicted dealers will continue to have low inventories, distributors' orders taxing even the increased manufacturing quotas now in effect.

Technical

RODNEY DUANE CHIPP, for past two years radio facilities engineer of ABC, has joined DuMont television network as assistant engineer. Mr. Chipp has been active in radio since 1926, serving with RCA Institutes and Massachusetts Institute of Technology, and as chief engineer of WKAV Laconia, N. H., before joining NBC in 1933 as control engineer. He transferred to NBC television group in 1938. During the war Mr. Chipp saw active duty with Navy as staff radio officer, later served on radar section of Bureau of Ships.

Mr. Chipp

MOTOROLA Inc., Chicago, has developed High-Q band pass filter (cavity resonator type) designed to suppress interference and give "precision channel limiting" without cutting width and sacrificing high signal to noise ratio. Development of cavity brings principles of Motorola's recently released "precision selectivity" receiver system into RF carrier system frequency of 152-162 mc-band. Resonator is designed to permit two transmitters to operate from single antenna when channels are separated by one megacycle or more. When used with receivers, it eliminates interference of high signal intensity from nearby stations.

RUSSELL BECKER and **JAMES MITCHEL** have joined engineering staff of KXOK St. Louis.

VEIKKO WEST has been appointed chief engineer of WGHF(FM) New York. Mr. West has been with station since it was formed two years ago and was named to new position when construction of new, higher power installation was commenced. WGHF was scheduled to return to air with new power Feb. 22.

Mr. West

CARL E. SCHRADIECK, formerly with WPRO Providence and CBS New York, has joined WCAU Philadelphia, as aural radio technician. **DANIEL L. FALZANI**, formerly with RCA Victor, and **WILLIAM MORRIS** also have joined WCAU as video studio technicians.

ROBERT N. BLAIR, chief engineer of WGAT Utica, N. Y., is the father of a boy, Robert Newton Jr.

Coloma or Bust

ONLY through the perserverance of Frank Torchia, engineer at KLX Oakland, Calif., was station able to broadcast some of the proceedings of the 100th anniversery of discovery of gold at Coloma, Calif. Mr. Torchia started out for the site via private auto to do wire recording job. The car broke down. He took a bus to Sacramento where he borrowed another auto. Near Coloma traffic was tied up in knots. The faithful engineer, loaded down with 70 pounds of equipment, walked three miles to the celebration, got his recording, hitchhiked back to the car, and made it back to KLX in time to present a rebroadcast.

WLEY (FM) Elmwood Park To Take the Air Soon

NEW FM OUTLET in Elmwood Park, Ill., WLEY, expects to begin operations within the next few weeks, according to Paul H. Prokes, chief engineer. Owned by the Elmwood Park Broadcasting Corp., which is composed of local business people, WLEY will operate on 107.1 mc (Channel 296), with ERP of 320 w and antenna height of 240 feet.

Mr. Prokes has handled the complete installation of the station which is using General Electric equipment.

Staff members of the new outlet include Rose Jones, Harry Medlin, Robert Brandt and Mark Antonio.

INDEPENDENCE from Tower Trouble... at INDEPENDENCE, MO.

KIMO USES A TRUSCON SELF-SUPPORTING TOWER 187 FT. HIGH

The scientific design, quality materials and skilled workmanship that were put into KIMO's Truscon Radio Tower enable it to serve its midwest audience with maximum efficiency.

Truscon experience encompasses every modern radio tower need. There are hundreds of Truscon Radio Towers in America and foreign lands, and each tower exactly meets specific requirements. The knowledge gained from such a wide diversity of installations assures you highly competent engineering service.

Truscon Radio Towers are available in guyed or self-supporting types, either tapered or uniform cross section, for AM and FM broadcasting. Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers... Uniform Cross-Section Guyed Radio Towers... Copper Mesh Ground Screen... Steel Building Products.

peggy lee
johnny mercer
jan garber
king cole
paul weston
duke ellington
tex ritter
merle travis

let these great stars
SELL TIME
for you!

They (and 40 more) all yours on Capitol's *INEXPENSIVE* Transcription Service. New, flexible, live-sounding!

Here's sponsor-appeal *plus!* Capitol features these vivid personalities in sparkling programs, fresh and spontaneous. You get voice tracks. Your local announcers "chat" with the featured stars. Background music gives your commercials that part-of-the-show effect.

Capitol's library contains 3000 selections, with 50 added monthly. Variety unlimited! Every week material for 27 shows (35 hours).

Capitol's detailed format book gives instant information on all programs, numbers, artists, record-times, etc. Easy-file metal cabinets and cross indexes. And Capitol's service is *flexible.* Put together *any* type program—for any audience or sponsor. In jig time. And—entire library Vinylite recorded.

Cost is *low.* Investigate!

Capitol
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS
PROGRAM SERVICE FROM HOLLYWOOD

free! Write for full details and free demonstration record today. Send name, address, station and position on station letterhead. Address: Capitol, Sunset & Vine, Hollywood 28, California.

Allied Arts

HENRY TOBIAS, former television producer of "Hal Horton Show," New York, and before that on WGY Schenectady production staff, has joined Larry Finley Transcriptions Inc., Hollywood, as vice president in charge of television production. He replaces **CLINTON STANLEY**, resigned, whose plans are as yet unannounced. Assisting Mr. Tobias is **FLORENCE GREEN**, former television casting director at CBS New York, who replaces **OLGA COURTNEY**. **JOE LANDIS** has joined firm to head all live commercial productions.

JERRY DEVINE, writer-director of ABC "This Is Your FBI" series, has opened new Hollywood offices in Guaranty Bldg., 6331 Hollywood Blvd., under name of Jerry Devine Productions. Mr. Devine and staff formerly occupied offices with Warwick & Legler Inc., that city.

IRVIN ATKINS, member of John Guedel Radio Productions, Hollywood, has been named television director for Admiral Radio Corp. on West Coast. He will continue with Guedel organization, but will oversee Admiral's video programs which are to get underway within four months.

LEWIS GORDON, assistant to vice president in charge of sales of Sylvania Electric Products, New York, has been appointed director of company's International Sales Div. He replaces **WALTER A. COOGAN**, resigned.

HARRY C. CHRABOT has been appointed assistant sales manager in charge of advertising and sales promotion for Zenith Radio Distributing Corp., Chicago. Mr. Chrabot has been with firm for 20 years.

WILLIAM C. SIMMS, account executive of Mark Larkin, New York public relations firm, is the father of a girl, Jerry Elizabeth, born Feb. 12.

TRADIO Inc., New York, maker of coin-operated radio receivers for hotels, etc., has announced "Tradiovision," projection receiver featuring variable sized picture capable of expansion to theatre screen dimensions. System, including projection unit, specially designed screen and control unit, which is separate from projector and can be located wherever operator desires, is priced at $2600 complete, this price also covering a year's service. Installation is extra.

MORTON RADIO PRODUCTIONS Inc., Chicago production firm, has expanded into new and larger quarters at 360 N. Michigan Ave. Through its president, **MORT JACOBSON**, firm also has announced availability of its latest package show, "The Hometowners," featuring the NBC quintet of that name. Series comprises 156 episodes.

CHARLES von LOEWENFELDT, former public relations and advertising director, Palace Hotel, San Francisco, has opened his own public relations offices.

MAJESTIC RADIO AND TELEVISION Corp., Elgin, Ill., has been granted right to reorganize under the Federal bankruptcy laws. Company's petition, showing that assets of more than $5,000,000 were "considerably greater" than liabilities, was approved by Federal Judge John J. Sullivan in Chicago.

GREEN Assoc., Chicago production firm, has announced following additions to its list of stations carrying 52-week "Leahy of Notre Dame" series: KGMB Honolulu, KATL Houston, WHLS Port Huron, Mich., WELD Columbus, KFBB Great Falls, Mont.

GAGWRITERS INSTITUTE is devoting its March meetings to writing for television, with speakers to include **HUBERT BRILL**, producer-director of "Play Room" and other video shows; **CHARLIE SHERMAN**, stage writer, and others. Group meets Wednesday evenings at Main Studios, New York.

WORLD VIDEO Inc., New York, has signed eight French fashion houses for filming of series of fashion showings for television use. American commentary will be sound-tracked into film for use by U.S. video stations.

ZENITH RADIO Corp., Chicago, has announced new console receiver, "Georgian," which includes firm's Cobra tone arm, intermix record changer, two-band Armstrong FM and standard broadcast reception.

DON W. SHARPE has dissolved talent partnership with **CHUCK KOREN**, with latter joining Music Corp. of America, Hollywood, working under **MICKEY ROCKFORD**. Mr. Sharpe will continue to maintain offices at 242 North Canon Drive, Beverly Hills, Calif.

MYRT VAIL has contracted with Larry Finley Transcriptions, Hollywood, to supply scripts for seven years. Deal calls for 2,025 additional scripts as well as portraying role of "Myrt" in the series known as "Myrt & Marge."

ROBERT STEPHEN BRODE has sold original television film script, "The Shattered Mirror," to Jerry Fairbanks Productions, Hollywood.

GEO. E. MORDEN has been appointed manager of sales division for radio tubes by Canadian Marconi Co., Montreal. He formerly was with sales department of broadcast station equipment.

WITH Owner Is Named Wired Music Distributo

MARYLAND Broadcasting System Inc., owner of WITH Baltimore, has been appointed Wor Music Service distributor for th Baltimore area, and will begin op eration of the service March 1, A J. Kendrick, vice president an general manager of World Broa casting System Inc., announced.

Operations of WBS Inc., a subsidiary of Decca Records Inc., have been franchised to distributors in 40 cities of U. S. and Canada, who will furnish special transcribed programs, via telephone lines, to industrial plants, stores, restaurants and other establishments.

Tom Tinsley, president of Maryland Broadcasting System Inc., is preparing an aggressive sale campaign to introduce the service in Baltimore, according to WBS Inc

Harry M. Overstreet

HARRY M. OVERSTREET, 53, a vice president of Brook, Smith French & Dorrance Inc., New York, of which he was a staff member for 24 years, died in New York on Feb. 12. He joined the research department of the agency in 1923.

Sponsors

MENNEN CO., Newark, N. J. (men's toiletries), has extended its five-minute programs to 15-minute musical clock shows, three times weekly [BROADCASTING, Feb. 2] on more than 48 stations. Agency, Duane Jones & Co., New York, is still buying 15-minute shows so that total number of stations will be similar to same number carrying the five-minute shows. All contracts are for 52 weeks.

HOWARD S. COOK, former assistant advertising manager of American Home Foods Div. of American Home Products Corp., has been appointed advertising director of Aer-a-sol division of Bridgeport Brass Co., it was announced last week by **JOHN H. MILLS**, manager of the division. He simultaneously announced that major sales and advertising campaigns are planned for 1948 for Aer-a-sol line of insecticides.

Mr. Cook

SANDURA CO., Philadelphia, has started nation-wide campaign to introduce Sandura-Wall, new plastic wall covering. Spot announcements are being used. Agency: Gray & Rogers, Philadelphia.

DENNISON'S FOOD Co., Oakland, Calif. (canned food), has started radio test campaign in Fresno, Sacramento and San Diego, Calif. Agencies are Honig-Cooper Co., and Brisacher Van Norden & Staff, both San Francisco.

WESTERN SAVING FUND SOCIETY, Philadelphia, is sponsoring series of spots on Philco television station WPTZ Philadelphia. Spots precede NBC network wrestling Tues. 8:45 p.m. Agency: Gear-Marston Inc., Philadelphia.

FORD MOTOR Co. of Canada, Windsor, Ont. (Ford cars), Feb. 15 added five more stations to "Ford Theatre" program Sun. 5-6 p.m. New stations, which bring list to 41 Dominion Network stations, are CKTB St. Catherines, CKCR Kitchener, CJCS Stratford, CKFI Fort Frances, and CHAT Medicine Hat. Agency: Cockfield Brown & Co., Toronto.

FRUIT INDUSTRIES, San Francisco (F. & I. Wine), has renewed for 52 weeks seven-weekly spot campaign on five stations on Montana Z Net, KXLF Butte, KXLJ Helena, KXLQ Bozeman, KXLK Great Falls, KXLL Missoula. Agency: Davis & Co., Los Angeles.

TAYLOR ELECTRIC Co., Milwaukee (on behalf of RCA Victor), Feb. 13 began for 13 weeks "Teen Canteen" on WTMJ-TV Milwaukee, Sat. 3-3:30 p.m. (CST). Agency: Gus Marx Agency, Milwaukee.

PARK & TILFORD, New York., has acquired from Ross Co., New York, full manufacturing and distributing rights of 24-year-old line of Winx eye preparations (Mascara, eyebrow pencil and eye shadow). Advertising and sale promotion program is now in preparation and will be launched in near future.

G. HEILEMAN BREWING Co., La Crosse, Wis. (beer and ale), has appointed Gordon Best Co., Chicago, to handle advertising of Old Style Lager beer.

CROWN CITY DAIRY, Pasadena, has appointed Tullis Co., Hollywood, to handle advertising. Total budget planned is approximately $30,000, $8,000 of which will be used for radio. Spot campaign is planned for March.

TUPMAN MOTORS, Los Angeles (Lincoln, Mercury dealers), Feb. 11 started 13-week video spot campaign twice weekly on KTLA Los Angeles. Agency: Mogge-Privett, that city.

Mass Signing

MASS signing of contracts for time on WACE-FM Chicopee, Mass., took place recently when six area merchants met at WACE to complete the sales. Firms signing were: Springfield Clothing Mart, Piano Shop, Student Prince, Chicopee Wigwam Restaurant, Dunbar Motor Co., and Martin Saykin, clothier. Leon J. Alarie, station's commercial representative, and Jack Lloyd, vice president in charge of sales, handled arrangements.

RALSTON PURINA Co., through Joseph Jacobs Organization, New York, and in close cooperation with Gardner Adv., St. Louis, Feb. 16 started sponsorship of Channah Spector, commentator on WEVD New York, five times weekly, to reach New York Jewish market. Combined with program, merchandising stunt has been worked out, whereby Miss Spector will do tape-record interviews direct from stores. Advertiser also has placed newspaper campaign in three Yiddish dailies to promote the program.

RALPH STARR BUTLER, retiring vice president of General Foods Corp., New York, has received bronze plaque of achievement, yearly award given by Advertising club of New York.

CANADIAN RED CROSS, Toronto (financial campaign), March 1 starts announcements on large number of Canadian stations. Agencies handling campaign are Cockfield Brown & Co. and MacLaren Adv., Toronto; Russell T. Kelley Ltd., Hamilton, and Canadian Adv., Montreal.

ROXBURY LODGE, Horse Creek, Calif., **ZIMM'S SURPLUS STORES**, Oakland, and **LEON & EDDY'S**, Oakland (supper club), have appointed Ad Fried Adv., Oakland, to handle advertising. All accounts will use radio.

NORWICH PHARMACAL Co., Toronto (Pepto-Bismol), April 9 starts to Jan. 28, 1949, "The Fat Man" on 10 Dominion Mid-Eastern network stations, Fri. 8-8:30 p.m. Agency: McKim Adv., Toronto.

SHRYOCK RADIO & TELEVISION Co., Philadelphia appliance dealer, is sponsoring three spot announcements weekly on WPTZ Philadelphia, Sun., Mon. and Fri. at 11 p.m. Agency: Hansell and Zook Inc., Philadelphia.

NATIONAL GUARD, Feb. 15 began sponsorship of "Dave Garroway Show," on 100 NBC stations, Sun., 10:30-11 p.m. (CST). Contract is for 52 weeks. Agency: Gardner Adv., St. Louis.

EDWARD HAWES & Co. Ltd., Toronto (floor polish), has started spot announcement campaign on CKOV Kelowna, and CJAT Trail, as test for use of radio. Agency: A. J. Denne & Co., Toronto.

THOMAS D. CORT, of Export Div. of Carter Products Inc., New York, manufacturer of Carter's Little Liver Pills and Arrid Cream Deodorant, is leaving on a business trip to South America.

NBC SHOW, "Take It or Leave It" with Garry Moore, starts four-week tour first week in April, visiting veterans hospitals in Oklahoma City, Memphis, Cleveland and Salt Lake City.

ETHAN WE EXPECTED

We've just pulled open the latest Hooper study conducted in Charlotte. And discovered WBT has even more listeners than we expected.

Day and night, seven days a week, WBT averages more listeners than the combined total of all other stations heard in Charlotte! A whopping 59.6% of the listening audience! Two and one-half times as many listeners as the next most popular station!*

And that's only a preface to the big story. Ninety-six per cent of WBT's 3,500,000† listeners live outside of Charlotte...in 94 other Carolina counties where WBT gathers an even greater share of the audience.

We're more popular than we expected in the Carolinas. If your product is less popular in this part of the country than you had hoped, give us or Radio Sales a call. We'll show you how to top your fondest expectations.

*C. E. Hooper October-November, 1947

†Sales Management 1946 population estimate for WBT's BMB 50-100% Daytime Audience Area (excluding Charlotte).

The Jefferson Standard Broadcasting Company
a subsidiary of the Jefferson Standard Life Insurance Company
Represented by **Radio Sales**
Radio Stations Representative...CBS

The profitable operation of your FM station is the first interest of Westinghouse.

Because a Westinghouse station was the world's first . . . because Westinghouse operates its own FM stations . . . because Westinghouse builds both FM transmitters and home receivers . . . because we believe in the future of FM and, more important, in its immediate possibilities . . . because of all these things, we want to help you build a listening audience for your new Westinghouse-equipped FM station.

On these pages, you will find concrete evidence of this interest. Here is a *new* FM promotion plan—the first *real* one offered to the broadcast industry—designed specifically to build your listening audience.

All of the resources of four Westinghouse divisions—Industrial Electronics, Home Receivers, Radio Stations, and Advertising and Sales Promotion—have been pooled to create this plan. It gives each of you who own a Westinghouse FM transmitter a sound, thoroughly tested plan that would cost you upward of $10,000 if you were to duplicate it yourself.

Find out more about this program . . . it's the hottest thing in broadcasting since FM itself! Write, on your business letterhead please, to your near-by Westinghouse office or directly to Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. J-02117

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

from studio . . . to station . . . to home

See the 10 KW FM transmitter at our exhibit in booths 62-69, Main floor, at the I.R.E. Conference, New York, March 22-25.

A REAL FM PROMOTION PLAN

47 ways TO PROMOTE YOUR NEW FM STATION

a new promotion package to help you gain listener attention and build your audience

Here's a promotion package of 47 ideas to build good will, identification and listener acceptance of your new FM station.

It gives you ideas—and specific help—on every phase of station promotion. And this plan is also backed up by a strong, co-ordinated program developed for Westinghouse radio retailers that will help you promote FM in your community.

Here's what this new FM plan offers:

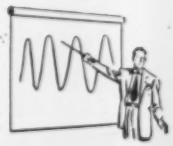
Newspaper advertisements **Newspaper publicity** **Car and window cards**

Window displays **Demonstrations and movies**

Consumer booklets **Radio spots** **Studio party guide**

Programming aids **Contests** **Timing helps**

Dealer support



SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg. — Washington 5, D. C. — District 6923
8098 Windemere Ave. — Drexel Hill, Pa. — Sunset 2537W

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
303 WEST ORMAN AVE.
PUEBLO, COLORADO
Pueblo 620

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

GEORGE P. ADAIR
Radio Engineering Consultant
1833 M STREET, N. W.
EXECUTIVE 1230 — WASHINGTON 6, D. C.

Radio Towers Erected
Painted and Serviced
Ground Systems and
Transmission Lines
Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower — Phone 7-7822
Oklahoma City, Oklahoma

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Radio towers, AM and FM, erected, painted and serviced coast to coast
Towers for sale; immediate delivery
Write, wire or phone 8503
John Greene
MID-SOUTH TOWER CO.
Southern Pines, N. C.

RADIO TOWERS
New Fully Equipped
AM FM TV
SKYLINE TOWER CO.
5900 S. Ashland Ave., Walbrook 1288
CHICAGO 36, Illinois

Electrical Tower Service Corp.
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.

FCC Actions

(Continued from page 59)

Decisions Cont.:

WLAW Lawrence, Mass.—Granted license install old main trans. to be operated on 680 kc 5 kw for aux. purposes only.

KCTI Gonzales, Tex.—Granted license for new station and change studio location 1450 kc 250 w unl.

WKLF Clanton, Ala.—Granted license for new station 980 kc 1 kw D.

WGAI Elizabeth, N. C.—Granted license for new station 560 kc 500 w D.

KTRE Lufkin, Tex.—Granted license for new station and change studio location 1420 kc 1 kw DA-N unl.

WKRT Cortland, N. Y.—Granted license for new station 920 kc 1 kw D.

KTEM Temple, Tex.—Granted license install new trans., new vertical ant. with FM mounted on top, changes in ground system and trans. location.

WROD Daytona Beach, Fla.—Granted license for new station 1340 kc 250 w unl.

KCOH Houston, Tex.—Granted mod. CP to change name of permittee corp. to Call of Houston Inc.

WCLA Baton Rouge, La.—Granted mod. CP to change type trans., approval of ant., trans. and studio locations.

WTAO Cambridge, Mass.—Granted mod. CP to change type trans. and approval of ant. and trans. location.

WCNU Crestview, Fla.—Granted mod. CP to make changes in trans., approval of ant. and trans. location.

Following were granted extension of completion dates as shown: WBBW Indianapolis, to 5-31-48; WMBH Joplin, Mo., to 4-13-48; KVOX Moorhead, Minn., to 12-1-48; and commencement date to 6-1-48; KWFT Wichita Falls, Tex., to 5-7-48; WGOV Valdosta, Ga., to 4-30-48; WGPC Albany, Ga., to 9-1-48; KIHO Sioux Falls, S. D., to 6-30-48; KYOS Merced, Calif., to 9-7-48; WRGA Rome, Ga., to 3-31-48; WGGG Gainesville, Fla., to 2-5-48; WSAV Savannah, Ga., to 3-15-48; WMMW-FM Meriden, Conn., to 6-1-48; WDWS-FM Champaign, Ill., to 5-16-48; WESX-FM Salem, Mass., to 5-18-48; WGYN New York, to 9-1-48; WLWA Cincinnati, to 6-6-48.

Federal Telecommunication Labs., New York—Granted license for new developmental station W2XSP.

KCOH-FM Houston, Tex.—Granted mod CP to change name of permittee to Call of Houston Inc.

WHA-FM Madison, Wis.—Granted license for new noncommercial educational station.

The following were granted extension of completion dates as shown: KCLI Los Angeles, to 7-1-48; KBUR-FM Burlington, Iowa, to 7-1-48; KFVS-FM Cape Girardeau, Mo., to 5-25-48; KVRE near Redding, Calif., to 6-14-48; KALW San Francisco, to 5-10-48; WEEI-FM Boston, to 5-14-48; KGKL-FM San Angelo, Tex., to 5-16-48; WLLH-FM Lowell, Mass., to 5-16-48; WJAR-FM Providence, R. I., to 5-12-48; WSBA-FM near York, Pa., to 6-5-48; WOAP-FM Owosso, Mich., to 5-1-48; WAAT-FM Newark, N. J., to 6-1-48; WCAE-FM Pittsburgh, to 5-1-48; WRAI Wausau, Wis., to 6-4-48; WTPS-FM New Orleans, to 9-3-48; WBOW-FM Terre Haute, Ind., to 9-6-48.

February 18 Decisions . . .

BY THE COMMISSION

Petition Denied

Corn Palace City Radio Corp., Mitchell, S. D.—Denied petition requesting review and reversal of ruling of motions Commissioner on Jan. 16, 1948, denying petition requesting change in place of hearing in consolidated proceeding on petitioner's application and application of Midland National Life Insurance Co., Watertown, S. D., from Washington, D. C., to Watertown.

Petition Granted

The Yankee Network Inc., Hartford, Conn.—Granted petition for dismissal without prejudice of application for new television station.

February 18 Applications . . .

ACCEPTED FOR FILING

AM—1520 kc

Universal Radio Features Syndicate, Laguna Beach, Calif.—CP new standard station 1520 kc 250 w D. AMENDED to change power from 250 w D to 1 kw DN, hours from D to unl., change type trans., install DA-DN, change trans. location and change studio location.

AM—690 kc

The Longmont-Loveland Bcstg. Co., Longmont, Colo.—CP new standard station 690 kc 1 kw D.

AM—1580 kc

Inland Bcstg. Corp., Charles City, Iowa—CP new standard station 1580 kc 250 w D. AMENDED to make change in officers, directors and stockholders.

AM—900 kc

Cumberland Pub. Co., Pikeville, Ky.—CP new standard station 1240 kc 250 w unl. AMENDED to change frequency from 1240 to 900 kc, 250 w to 1 kw D, hours from unl. to D and change type trans.

AM—800 kc

Hammond Bcstg. Co., Hammond, La.—CP install new trans. and change trans. and studio locations. AMENDED to change frequency from 1110 kc to 800 kc.

Modification of CP

WASA Havre de Grace, Md.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations. AMENDED re changes in ground system.

Assignment of License

WBMS Boston—Voluntary assignment of license from The Templetone Radio Mfg. Corp. to WBMS Inc.

Modification of CP

WHDH Boston—Mod. CP which authorized increase power, install new trans. and DA-DN and change trans. location, to make changes in DA. AMENDED to make change in DA and change trans. location.

AM—1570 kc

Robert C. Hodgkins, Northampton, Mass.—CP new standard station 1570 kc 250 w D.

AM—1100 kc

Lakes Area Bcstg. Co., Pryor, Okla.—CP new standard station 990 kc 250 w D. AMENDED to change frequency from 990 to 1100 kc.

Assignment of License

WBSC Bennettsville, S. C.—Voluntary assignment of license from Loys Marsdon Hawley to Bennettsville Bcstg. Co.

AM—1590 kc

Haygood S. Bowden, Camden, S. C.—CP new standard station 690 kc 250 w D. AMENDED to change frequency from 690 to 1590 kc, change 250 w to 1 kw and change type trans.

AM—1490 kc

Piedmont Bcstg. Co., Greenville, S. C.—CP new standard station 1440 kc 5[illegible] w DA-N unl. AMENDED to change frequency from 1440 to 1490 kc, change 500 w to 250 w, change type trans. change DA-N to non-DA and change trans. location. Contingent on WMRC to change frequency.

AM—1240 kc

David Harold Wooldridge, Memphis, Tenn.—CP new standard station 1240 kc 250 w unl. Contingent on KWAK being granted change on facilities. AMENDED to omit contingency.

AM—1260 kc

The Fort Morgan Bcstg. Co., Dallas, Tex.—CP new standard station 1260 kc 500 w D.

AM—1590 kc

KATL Houston, Tex.—CP increase power from 1 kw to 5 kw, install new trans. and change from DA-DN to DA-N.

Assignment of License

KBRO Bremerton, Wash.—Voluntary assignment of license from Bruce Bartley and F. L. Pruitt d/b as Bremerton Broadcast Co. to Bruce Bartley tr/as Bremerton Broadcast Co.

AM—990 kc

Evans Radio Co., Stevens Point, Wis.—CP new standard station 990 kc 250 w D.

Modification of CP

WMGY-FM Montgomery, Ala.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KSLI Salinas, Calif.—Same.

WQQW-FM Washington, D. C.—Same.

WWDC-FM Washington, D C.—Same.

AM—1150 kc

WNDB Daytona Beach, Fla. — CP change trans. site, make changes in ant.

Modification of CP

WBML-FM Macon, Ga.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WAAF-FM Chicago—Same.

KPDR-FM Alexandria, La.—Same.

WCOU-FM Lewiston, Me.—Mod. CP which authorized new FM station to change type trans.

License for CP

WNYC-FM New York—License to cover CP, as mod., which authorized changes in FM station.

Modification of CP

WKAL-FM Rome, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WLOS-FM Asheville, N. C.—Same.

(Continued on page 76)

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
984 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
25 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13TH & E STS., N. W.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N. W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St. N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 9670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1991
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, INC.
Formerly Colton & Foss, Inc.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 3191
WASHINGTON, D. C.

GILLE BROS.
1108 LILLIAN WAY GLADSTONE 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Consulting
Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 3690

ANDERSON & MERRYMAN
New York City New Orleans
33 W. 42nd St. American Bk. Bldg.
Longacre 3-6029 Lake Charles, La.
6-1480

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
622 Madison Avenue
TOLEDO 4, OHIO

Meri Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE 6646
Washington, D. C.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager wanted by businessman entering broadcasting field southern California. Good opportunity for profit sharing plus salary to right man. Full details required. Box 709, BROADCASTING.

Commercial manager for progresssive Florida station. Network affiliate, 5000 watts AM, 10,000 watts FM growing city 100,000 population. Give full details first letter as to salary requirements, age, experience and references. Box 724, BROADCASTING.

WANT A JOB?

A progressive independent radio station is looking for an ambitious manager to reap the business available in one of the east's major markets. Basic market exceeds 400,000 population with over 200 million dollars in retail sales. Only competition from three network stations. Right man can make, in first year, a five figure salary. Loafers don't answer. Livewires write to Box 758, BROADCASTING.

Salesmen

Texas station will train salesman under GI Bill. Give qualifications. Box 595, BROADCASTING.

Time salesman—New 5 kw Mutual station with strong local program policy in progressive midwestern market desires experienced salesman immediately. Good salary. Box 712, BROADCASTING.

Salesman—15% commission. 1000 watt regional. Only experienced man considered. Good drawing account. Good list of active accounts. Excellent chance for advancement for right man. Your ability will write your future. Have 50 kw FM grant, plans for television. Radio Station KCBC, Des Moines, Iowa.

Independent station in major market is seeking three ambitious, experienced salesmen who want to make in the first year between $7500-$10,000. If this amount plus fine working conditions is too much, don't write; if you like it and want more in second year, send details, references to Box 757, BROADCASTING.

New England 250 watt, non-competitive, network outlet, established 12 years, seeks salesman. Excellent working conditions; good salary. Requisites: proven record; good personal references. Apply by letter Box 720, BROADCASTING.

Announcers

ARE YOU THE YOUNG MAN WE WANT?

Some youngster in radio is looking for a chance. He is now a junior, not over 25 years old and will do anything around the station to learn the business. He has done some announcing; he has tried his hand at programming; he can talk fast in a tough spot and he knows how to sell his personality. He must be a former GI Joe and be willing to start at a living wage and come up with two fast-growing stations. He will take on-the-job training with us and go on from there. We have several openings for these kind of men. Write and tell us all about yourself giving references. WJMR-WRCM(FM), Jung Hotel, New Orleans, La.

Announcer wanted immediately. Veteran trainee with good potentialities preferred above experience. Contact William Halpern, Chief announcer, WLBR, Lebanon, Pennsylvania.

Help Wanted (Cont'd)

Wanted—Chief announcer who can do some programming; write commercial copy; do early morning show. No prima donnas wanted, but conscientious man; network affiliate, south central city, 14,000; good opportunity. $55 week. Box 613, BROADCASTING.

General announcer with news experience. 5000 watt midwest station. Post open now. Right salary for right man. Box 710, BROADCASTING.

Announcer with first class ticket for 250 watt network affiliate. $225.00 monthly for 40 hour week. Manager, WDNE, Elkins W. Va.

Announcer—A good opening for experienced announcer. Send qualifications, photo and transcription to Program Manager, WMC, Goodwyn Institute Building, Memphis, Tennessee.

All-round announcer who can do play-by-play sports and knows control board operation needed at once. This station goes to 5 kw shortly. Send complete information, audition disc, salary expected and when available to Wayne W. Cribb, General Manager, Radio Station KHMO, Hannibal, Missouri.

Wanted—Experienced announcer for new kilowatt independent in Quincy, Illinois. Want good commercial announcer with ad-lib ability. Will pay $45 starting salary to the right man. Write WGEM, Quincy, Illinois, state references, experience, availability.

Announcer-disc jockey, experienced ad-lib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

Immediate opening for announcer-control operator. Forty hour week. Salary plus talent fees. Send photo, disc, background, salary desired. WAPX, Montgomery, Alabama.

Wanted—Announcer-operators by 1 kw, southern New England independent. Send complete details. Box 715, BROADCASTING.

Need announcers and engineers to complete staff of 250 watt station. Want experienced men who will grow with us. Send disc, letter, photo, salary requirements, immediately. WANE, Fort Wayne, Indiana.

Announcer who knows traffic to direct programs. Engineer who can read spots. South Georgia Mutual local. Better than average jobs. Details to Box 572. BROADCASTING.

Wanted—Combination newspaper sports editor and radio sports announcer thoroughly familiar with baseball, football and basketball. Will write and edit sports page afternoon daily town of 18,000 and RB broadcast daily 15 minute sports program plus play-by-play broadcast over newspaper-owned station located in southeastern section starting at $50 per week. Give full details and references. Box 718, BROADCASTING.

Experienced, good ad-lib announcer. $45 to $50 for fifty hours to start. Lots of creative experience and room to advance at this young, progressive, program-minded station. Personal interview necessary. Write full details to Manager, WQUA, Moline, Illinois.

Newscaster—Midwest clear channel network affiliate needs news announcer with experience in handling rewrite from wire and local contact. News comes first but other announcing abilities necessary. Give personal details, experience, education, references, salary first letter. Send ET audition simultaneously. Box 743, BROADCASTING.

Technical

Operator for Texas station. Permanent position. Tell all about yourself. Box 594, BROADCASTING.

Wanted—Young, single man with 1st ticket for both AM and FM transmitter work. $40 for 40 hours plus time and one-half for overtime. Rush application to Lew Frye, Chief Engineer, WLOG, Logan, West Virginia.

Help Wanted (Cont'd)

Transmitter engineer wanted for FM station. Single man preferred. Must be able to drive car. WGNC-FM, Gastonia, N. C.

Combination engineer and announcer, southerner preferred. Send disc, photo, reference and background. WKRM, Columbia, Tennessee.

Wanted. Operator for transmitter or control room in a Michigan network station. Good pay and working conditions. Must have car. Give history, education, experience and picture in first letter. Box 741, BROADCASTING.

Chief engineer for thousand watt Indiana station. Must have experience in directional operations. State education, experience and availability. Salary open. Interview will be necessary. Box 744, BROADCASTING.

Programming-Production

Experienced program director for 250 watt station. Opportunity for advancement. List experience and personal info in application. Reply to Box 638, BROADCASTING.

Desire expand local news coverage. Need newsman with background, experience. Box 596, BROADCASTING.

Virginia network station has opening in several weeks for continuity-traffic girl. Prefer someone from Virginia or North Carolina. Good working conditions. Box 738, BROADCASTING.

Program director for a regional FM group in northwestern United States with strong agricultural interests. Must have experience in rural programming. An agricultural background with college training will be an asset. Excellent future opportunity for competent man who is interested in joining an organization with a progressive attitude toward the latest developments in radio broadcasting. Send complete information. Box 726, BROADCASTING.

Situations Wanted

Managerial

EXPERIENCED MANAGER AVAILABLE

Ten years radio background includes management of local and regional major market network stations. Sales record excellent. The best of references from key industry figures, including national radio buyers.

BOX 762, BROADCASTING

Experienced general manager available. 15 years experience all phases. Sober, responsible family man. Top record. South only. Box 226, BROADCASTING.

Young family man—Enthusiastic, fully qualified desires position as manager or commercial manager. Satisfactory reason for change. Good background in radio and transcription sales. Available on two weeks notice. Box 472, BROADCASTING.

Now general manager, part owner, smaller independent. Previously general manager network outlet, large market. Prefer management network station. Newspaper background. Could invest. Box 482, BROADCASTING.

Manager—Can organize and meet competition. Seven of ten years experience as radio executive in market over million. Top references. South or southeast preferred. Box 632, BROADCASTING.

Manager—Can organize and meet stiff competition. Ten years in radio. Seven years executive in top market. Prefer competitive market in south or southeast. Available April or May. Top references. Box 652, BROADCASTING.

Young, aggressive, personable station manager, now employed, desires change. I have filed applications which were approved by FCC. Supervised construction of stations, organized staff, training announcers, program directors and supervising sales. For further information Box 659, BROADCASTING.

Commercial manager—time salesman. Business getter; 20 years radio and newspaper. Box 707, BROADCASTING.

Manager-plus. 20 managing, rep'ing, selling radio years. Florida only considered—health; long term contract, minimum $100 weekly plus 10% net over your best year. Box 764, BROADCASTING.

Situations Wanted (Cont'd)

Commercial manager-salesman. Now employed, perfectly legitimate reason wanting permanent change. Family man. Capable of handling any phase of commercial radio. Now $100,000 year volume. Ability and character references. Personal interview your request. Box 761, BROADCASTING.

Manager—Planned, installed, now managing FM station. Complete understanding radio. Sober, conscientious. California only. Available 30 days. Box 749, BROADCASTING.

Station manager available immediately. 10 years experience all phases of radio and management. Seeking position in midwest or west. Present employer know of this ad. Box 722, BROADCASTING.

Salesmen

Successful salesman—Qualified national sales manager for primary market affiliate. $7800. Box 583, BROADCASTING.

40% discount, Money isn't everything. Radio executive with 16 years thorough sales, program, business management and time buying experience in top New York agencies, station and network seeking management connection with radio station out of New York. Will consider 40% reduction in present salary for start in right spot. Box 60 BROADCASTING.

Publicity, sales promotion position wanted able young man. Experience in this field includes present position with 50 kw, network-owned station. Box 7 BROADCASTING.

Announcers

Experienced sports announcer; play-by-play, also specializing in baseball wire reports. Full knowledge of baseball and other sports. Also, excellent disc man and all-round announcer. Available this season only because station failed to obtain desired baseball rights. This ad placed by station manager who will recommend this man highly.

BOX 719, BROADCASTING

Experienced staff announcer available. Single, 34. Good education. Box 58 BROADCASTING.

Experienced announcer-operator-salesman, capable newscaster now employed. Available March. Married. Prefer New England area. Details on request. Box 616, BROADCASTING.

Attention, midwest! Announcer-specialevents man now available to progressive station. 4 years experience in all phases of broadcasting. Prefer Chicago area but will consider neighboring states. Box 650, BROADCASTING.

Staff announcer, experienced, reliable family man. Presently employed network affiliate. Desires change, anxious to settle. Board operation. Box 66 BROADCASTING.

Announcer. 8 years experience. Let disc and letter talk. Desires position in east. $55.00 base, minimum. Box 66 BROADCASTING.

Going, going, gone is the day of stiff announcers. Radio today demands versatility. Trained for commercial newscasts, control work at Radio City New York, leading announcers school. Ambitious, single, travel. Box 7 BROADCASTING.

I want a chance. Announcer, single, personable, professionally trained in all phases of announcing at leading New York school. Will travel. Disc, photo on request. Box 705, BROADCASTING.

Announcer, experienced in commercials, copy, news, record shows. Some control board work. Graduate of Radio City New York, leading announcers' school. Single, conscientious. Will travel anywhere. Box 706, BROADCASTING.

Announcer, experienced. Good all-around man in ad-lib, newscasting, musical interviews and audience participation shows. Box 711, BROADCASTING.

Announcer-engineer—1st class license. AFRS announcing experience. Grad RCA and Radio City Announcing School. Available immediately. Will travel. Box 703, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-engineer seeks change to straight announcer or combination announcer-engineer with progressive station. First phone, vet. Three years experience. Topnotch disc jockey for morning shows. Versatile all-round announcer. Single. Available immediately. Will travel. Box 713, BROADCASTING.

Announcer—Experienced, versatile, strong on discs, ad-lib. Want permanence, opportunity. College, veteran, married. Now employed. Well versed in radio. Disc, details. Box 721, BROADCASTING.

Madam Pompadour had a distinct personality—so have I. Announcer, experienced in news, commercials, disc jockeying, sports. Conscientious, single; will travel. Disc, photo on request. Box 728, BROADCASTING.

Experienced announcer available, desire relocation, north or west, presently employed, experienced all staff duties, news, controls, disc, prefer staff assignment which includes program planning. Reply Box 727, BROADCASTING.

Play-by-play sports announcer desires change. 4½ years football, basketball, baseball. Excellent newscaster, also write own sportscast. Prefer southeastern station. Box 732, BROADCASTING.

Announcer—Single, independent and network affiliate experience. Desires position east or New England. Disc and photo upon request. Write or wire Box 734, BROADCASTING.

Experienced staff announcer—Available March 1st. Married, presently employed network affiliate. Best references. Desires position which affords future. All replies answered. Box 747, BROADCASTING.

I'm not the world's greatest announcer, though I'd like to be. I'm young, have some experience, know the fundamentals I want to work where I can learn the business from the ground up. Can you help me? Box 748, BROADCASTING.

Young announcer wishes experience and further on-the-job training in announcing, turntable and controls under GI Bill. Write particulars to Box 751, BROADCASTING.

Young man—Capable, conscientious, college trained all phases broadcasting desires position as announcer with progressive station. Available now. William Hint, 2715 W. Division St., Chicago, Ill.

Experienced announcer for major metropolitan market. Minimum salary $50 base. Box 756, BROADCASTING.

Announcer—Versatile; understands romance languages. College training in broadcast procedure, speech and drama; also business and psychology. Acted on WIAH, Hines, Ill. Has good voice to sell products. Wants a good business and showmanship-minded station. Joseph J. Carbone, 440 W. Schiller, Chicago, Ill.

Announcer—One year top radio school. Single. Immediately available; southwest preferred. Disc, photo on request. Gordon Frederick, 3938 West McLean Ave., Chicago, Ill. Phone Albany 2910.

Announcer, continuity writer, vocalist. College training. Willing to work. Steady, dependable. Married. Disc upon request. Box 760, BROADCASTING.

Three big words—Commercials, newscasts, disc shows—experienced in each. Graduate Radio City N.Y. Announcing School. John Palmer, 54 Grove Street, Mt. Vernon, N. Y. Telephone 8-1594.

Announcer—Experienced college graduate. Midwest only. Reliable, capable. Now employed, available no two weeks notice. Box 772, BROADCASTING.

Announcer. Experienced. Desire west coast location. In L. A. now; available immediately. Prefer live audition. Box 766, BROADCASTING.

Announcer—Writing and presenting news, play-by-play sports, specialty. 12 years experience all phases commercial broadcasting. Now employed. Desires south. Excellent references. Box 767, BROADCASTING.

Announcer-engineer—RCA graduate, 1st phone, also grad Radio City Announcing School. Married. Box 768, BROADCASTING.

Unmarried, experienced chief announcer and continuity editor on CBS and local station now available. Handle announcing, production and writing equally well. Salary secondary to opportunity. Box 774, BROADCASTING.

Announcer-salesman, experienced, college graduate. Proven sales and announcing record. Midwest only. Now employed, available two weeks notice. Box 773, BROADCASTING.

Situations Wanted (Cont'd)

Technical

Chief engineer, construction, combination announcer. Florida or Gulf Coast only. Available March fifteenth. 15 years experience. $75 weekly minimum 48 hours. Excellent references. Box 651, BROADCASTING.

Engineer, can announce. Experienced in maintenance, control board, recording, remotes. Young, single, progressive and eager for advancement. Desires position with future, or station in organizational stage of operation. Box 716, BROADCASTING.

Negro—First class license desires position in broadcasting station. Single and will travel anywhere. Box 658, BROADCASTING.

Television engineer—DuMont trained. Good background. College. Experimental transmitter manufacturing. Recording. Remotes. Full knowledge operation, maintenance. Young, single, travel. Box 730, BROADCASTING.

Television engineer—Former broadcast engineer. Present radio-television instructor. Desires opening television station. Travel. Box 729, BROADCASTING.

Experienced studio, transmitter engineer desires position with established station. Excellent references from last employer. Confidential reply to all inquiries. Box 723, BROADCASTING.

Construction and/or chief engineer, thoroughly experienced, available short notice. New England or New York state. Box 731, BROADCASTING.

Chief engineer desires permanent position as engineer in large station or chief engineer smaller station, preferably north. Just completed installation 1000 watt station. Experienced console, disc and wire recording. Available usual notice. Married. Box 746, BROADCASTING.

Engineer, first class. Single. 28. Go anywhere. Box 752, BROADCASTING.

Engineer—First phone, 3 years service communications. 2 years broadcasting, including construction experience. Box 769, BROADCASTING.

Building? Having built 5 stations, I think I'm capable of constructing yours. Box 765, BROADCASTING.

Chief engineer—Thoroughly experienced in building and maintaining broadcasting equipment. Married, dependable. Minimum salary $75 a week. Box 777, BROADCASTING.

Engineer—First phone, RCA graduate. Experienced in studio, remote, transmitter. Prefer Arizona or New Mexico location. Available April 1st. Box 775, BROADCASTING.

Production-Programming, others

Young lady, two years conducting women's programs for 5 kw, New England network key. Continuity. Grad Leland Powers, Boston. Minimum $60. Excellent references from present station. Prefer northeast but will travel. Box 615, BROADCASTING.

Able executive seeks big job. Man of excellent business experience and judgment who has been thoroughly grounded in programming, promotion and sales desires connect with growing and aggressive station operation. If you are interested in a manager or sales manager with the ability and know-how to produce exceptional results, you are invited to write in confidence for full details. Address Box 733, BROADCASTING.

Program director. Fifteen years experience programming, production, writing. Announcing in major market. Prefer network affiliate in west. Permanent. Four years with last employer. References. Wire, phone or write. Morrison Parker, 14359 Kittridge St., Van Nuys, Calif.

Promotion will become increasingly important as competition among media grows. University grad., vet, 27, four years in radio, seeks position with promotion-minded station or agency. Top references. Box 735, BROADCASTING.

Continuity-director, copywriter. Experienced in 1000, 50,000 watt stations. Available March 1. Midwest. Single young lady. Box 740, BROADCASTING.

Experienced continuity writer. Accurate, rapid. Go anywhere. Modest requirements. Box 742, BROADCASTING.

Situations Wanted (Cont'd)

Program director or manager available. 13 years all phases radio. Hold 1st phone. Want permanent job preferably on west coast or Pacific Northwest where experience was gained. Can handle construction and organization new station. Box 750, BROADCASTING.

Man 29—All-round experience. Program duties (announcing, production, copywriting). Engineering ticket (construction, chief 5 kw, studio engineer national network). Also trained pop singer. Want spot with emphasis on programming and announcing, with possibility singing one to five shows weekly. Permanent. Box 759, BROADCASTING.

Commercial-continuity writer. 5 years basic network experience. Experienced announcer. Vet, college grad. Desires west coast. Norman Greene, 10 Hillside Ave., New York 34, New York.

Young man. Good stage and forensic experience in high school and in local groups, radio work with WTMJ; consider any station in Wisconsin; write 1710 N. 83rd Street, Wauwatosa 13, Wisc.

Hit song-writer, music director and arranger, solo pianist (popular and classical) desires disc jockey and music programming spot with responsible network or independent radio station. One of my hit songs is now in your studios—first of 1948 releases on well-known record label. Your proposition should be commensurate with the "name" value of above qualifications. Box 571, BROADCASTING.

Program director, able to handle traffic, produce original ideas for shows and build topflight programs, also announce. Available approx. March 1. Box 725, BROADCASTING.

Send your salesmen out with something every radio time buyer is looking for; good programming . . . shows that draw. Program director interested in connection with new station. University grad, over four years in radio, experienced all phases. Box 736, BROADCASTING.

Young woman experienced in continuity writing, announcing and record programs desires position in southern or southwestern state. Photo, disc, available. Box 776, BROADCASTING.

News editor. New England gal looking for change of scenery. Experienced all phases re-writing and editing local, national and international news. Presently employed at 5 kilowatt network affiliate in major metropolitan market. College degree. Box 778, BROADCASTING.

Eight years experience in radio. Want combination program director, sportscaster and news editor job on small station at good salary. Midwest or east preferred. Married, 30. Available immediately. Box 782, BROADCASTING.

Program director-announcer-salesman. 12 years radio. Desires change in locale. Prefer small progressive station. Box 781, BROADCASTING.

Sportscaster — Experienced all sports play-by-play and news. Salary $75 plus talent. Married, 29. Best references. Available immediately. Prefer east or midwest. Box 783, BROADCASTING.

Schools

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Employment Services

Radio personnel—We have openings for junior and senior announcers, writers, producers, newscasters, sportscasters, operators, chief engineers, technicians. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

Technical—Television instructors, technicians (type 40 WPM—car); salesmen, personality jockeys, copywriters. Write RRR, Box 413, Philadelphia.

For Sale

FOR SALE
PROFITABLE
TEXAS STATION

This is one of the cleanest and best money making stations in the southwest.

It is located in a very attractive Texas market that is ideal for living and business. This station has an excellent potential and is now showing splendid profits. The price to earnings ratio is one of the lowest we have handled. Price $57,500. Financing arranged.

Write exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
1011 New Hampshire Ave., National 7405
DALLAS
Mercantile Bank Bldg. — Central 1177
SAN FRANCISCO
235 Montgomery St.,—Exbrook 2-5672

East coast independent station showing excellent profits which are increasing steadily. Good local acceptance. Class B FM grant. Reason for selling—outside interest. Terms to accepted party. Box 753, BROADCASTING.

500' Lehigh Structural Steel Company tower. One of our customers has a 500' heavy duty FM or TV self-supporting galvanized structural steel tower available for sale. This tower is brand-new, never erected and available for immediate shipment. It is designed for "inside the city" location according to RMA standards. Also available, 6-1⅝" Andrew coaxial transmission line with fittings. John A. Costelow Co. Inc., 125 Kansas Ave., Topeka, Kansas.

For Sale—Major interest in New England Station. Well operated. Important market.
BOX 717,
BROADCASTING

For sale—1000 watt station. Operating at a profit. Located in southwest. Excellent market area. Box 754, BROADCASTING.

For sale—1000 watt daytime station in good market. Other business interests necessitates selling. Address Box 755, BROADCASTING.

For sale—RCA 1 kw amplifier. WLAW, Lawrence, Mass.

For sale—900 feet unused 1⅝-inch coaxial line, 20-foot sections. Contact WBOC, Salisbury, Maryland.

For sale—250 watt network affiliate in rich small market. Excellent opportunity. Good reasons for selling. Box 737, BROADCASTING.

For sale—RCA phasing equipment, complete for directive, nondirective 3-element operation; used on 680 kc. WLAW, Lawrence, Mass.

188 ft. Lingo guyed tower complete with guys, plates, insulators, standard lighting and lighting choke. General Radio frequency monitor crystal for monitoring 1340 kc. Two RCA TMV 129-B crystals with heaters, one for 1340, one for 1310 kilocycles. Approximately 7000 ft. No. 8 bare copper ground wire. All available immediately WSAV, Savannah, Georgia.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—New towers, any height, immediate delivery. Write, wire or phone 8503. John Greene, Mid-South Tower Company, Southern Pines, N. C.

For sale—Owner's other business demands necessitates sale of 250 watt unlimited network affiliated station in central California. Box 763, BROADCASTING.

Two 6-N Presto recorders as new, complete with 4-A cabinets and playback pickups. Price $1200.00. Also, new crated 75 foot self-supporting Wincharger FM tower. David Potter, WNAE, Warren, Penna.

(Continued on page 74)

For Sale (Cont'd)

For sale—Two brand-new RCA 73-B recorders. Never used. $1,350.00 each. Box 745, BROADCASTING.

For sale—Lehigh 300-foot self-supporting tower. WLAW, Lawrence, Mass.

For sale: RCA control console (78-B1) 50 ohm ladders; RCA program amplifier (84-B), 36-B panel; four 2 stage peramps, Ferranti trans. Hi-FI; make offer. Box 779, BROADCASTING.

For sale—179 foot self-supporting Truccon tower with lighting system. Excellent condition. Write or wire WHDF, Houghton, Michigan.

For sale—Two Western Electric 109-A pickup assemblies, consisting of 9-A Universal reproducer, arm and filter assembly. Also, two spare 9-A heads, usuable but need repairing. Make offer; will consider trade for Brush tape recorder in good condition. Contact Jim Rolfe, Chief Engineer, WSUA, Bloomington, Indiana.

For sale—1 new RCA MI-4875-G Universal pickup kit complete in original carton, $195.00, shipped C.O.D. to first taker. WBEX, Chillicothe, Ohio.

For sale—1 Presto type 6-N recorder, 8 ohm cutter, in carrying case, A-1 condition, $450. Box 617, BROADCASTING.

Recorder, Pesto model "K" used three months. Complete with mike. $300.00. Write Engineering Dept., KROX, Crookston, Minnesota.

For sale—180 foot self-supporting International tower with lighting system. Excellent condition. Write or wire WMLT, Dublin, Georgia.

Wanted to Buy

AM field intensity meter and RF bridge. Box 698, BROADCASTING.

Interested in purchase of CP or going station in south at reasonable figure. Prefer 250 watt unlimited. Box 702, BROADCASTING.

Small station or CP in southern California. Box 708, BROADCASTING.

Wanted to buy—One used 250 watt AM transmitter. Send details and price to WNEX, Macon, Georgia.

Miscellaneous

Attention new Stations—We offer a convenient (FFC accepted) frequency measuring service to standard broadcast stations, new or old—inqure. Also, frequency monitor service and highest quality quartz crystals for broadcast and other commercial services, literature available. "Over a decade of satisfaction and fast services!" Eidson Electronic Company, Temple, Texas. Phone 3901.

Management of progressive station wishes to interest others in applying for a monopoly Television channel in eastern three hundred million dollar market. Box 739, BROADCASTING.

Network-quality programs, five a week for as little as $20 a month. Writers-program-service, Suite 1411, S. LaSalle Street, Chicago.

Wanted immediately—Announcers, combination men, engineers. Send transcription, full details first letter. Southern Radio Artists Bureau, P. O. Box 1273, Atlanta, Georgia.

ACCOUNTANT—OFFICE MANAGER
for
NEW YORK TRANSCRIPTION FIRM

Experienced in radio, advertising or publishing field. Give full particulars.

BOX 770, BROADCASTING

STATION OR COMMERCIAL MANAGER AVAILABLE

Available immediately thoroughly experienced manager with 20 years background running stations in mid-west and south. Well-known in industry and FCC. Excellent references. Go anywhere.

BOX 771, BROADCASTING

THEATRE VIDEO

Code May Be Result Of Meeting

MUTUAL understanding on movie house video between television stations and theatre owners is the aim of a meeting between representatives of each group on Feb. 24 in Los Angeles, according to J. H. Nicholson, chairman of the television committee of the Southern California Theatre Owners Assn.

This was set at a meeting of the SCTOA television committee Feb. 17. At that meeting, it was decided that two prime features of any code covering theatre video should: First, provide against any increase in rates where television is shown and, second, film bills should remain unchanged, utilizing television as a supplementary feature on any given bill.

Although no official explanation was offered, it is understood that the two points made are intended to pacify television managements as well as motion picture distributors. By including television fare in a theatre, without hiking admission prices, it is believed little claim can be made of the fact that direct profiteering prevails. By insuring a continuation of film fare on a status quo basis, distributors are relieved of the fear that they stand to lose revenue as result of video's direct competition in theatre program schedules.

Caution being exercised by Mr. Nicholson, in behalf of SCTOA, springs from recognition that video is a box office threat. But not knowing the full future implication it is likewise considered unwise to damage relations with film distributors.

Further concrete plans for television relay call for sale to Los Angeles area theatres of film of telecasts made simultaneously. As starter, Mr. Nicholson reports that 10 theatres will be selected for service. This is considered likely to start by end of March on regular service basis, when events justify.

Subsequently the aim is to add another 10 with an ultimate service peak of 50 houses. The latter figure is considered the maximum number of houses which may be served satisfactorily with present planned facilities.

Although Mr. Nicholson concedes that a better answer on theatre video may be evolved in time, he feels that 16 mm film represents the present economical answer. For he points out that, in addition to a nominal service charge, each theatre owner will be able to obtain film at a production cost of no more than five cents per foot.

This, he believes, compares most favorably with the Paramount film on 35 mm stock costing 20 cents per foot. Further, he contends that the experimentation being conducted by RCA and DuMont, also utilizing 35 mm, would not likely be available for any less than the Paramount price. Before full service to Los Angeles theatres gets under way, Mr. Nicholson advised BROADCASTING that a planned campaign of public education would be undertaken consisting of promotion and publicity. Even preceding that, he said that sneak previews are planned within the next two weeks in order to obtain audience reaction.

Technically speaking, the relay film is obtained by means of a specially built Auricon camera and recording system and a specially converted trans-vision receiver owned by Mr. Nicholson and his theatre owner partner, Joe Moritz. All production of film is to be handled by the Acme Labs., Hollywood. Screening is to be accomplished by 16 mm Armpro projectors.

Video Sets

(Continued from page 15)

work week in December. The January AM-FM total amounts to an increase of about 40% over the 1947 monthly average.

Total production of radio sets in January was 1,339,256, lowest since last September. It compared to 1,705,918 in five-week December and was well under the January 1947 output of 1,564,171 though the latter output covered five weeks compared to four in January 1948.

Of January TV receivers, 16,740 were table and 13,261 console models. The 30,001 total is over 100% above the 1947 monthly average. Almost half, or 65,166, of the AM-FM receivers produced in January were table models or converters.

Rochester to Get Video In 12 Months, S-C Plans

STROMBERG-CARLSON Co., Rochester, operator of WHAM and WHFM in that city, is proceeding with its plans for television and hopes to have a video station on the air in 10 to 12 months, William Fay, S-C vice president in charge of broadcasting, announced last week. The announcement followed approval of the company's application to erect a tower on Pinnacle Hill by both the FCC and the town board of Brighton, Rochester suburb.

Unanimous vote of the Brighton town board to rezone the crest of Pinnacle Hill to permit the erection of a video transmitter constituted a victorious conclusion to Stromberg-Carlson's drawn-out legal battle to use this site, said to be the logical transmitting location for the city. Turned down by the Rochester zoning board of appeals, which ruled that the hill was in a residential zone, the company appealed to Brighton and that community gave its permission to use its side of the hilltop.

ABC will air the annual Academy Awards ceremonies from Los Angeles Shrine Auditorium to the domestic audience while AFRS will shortwave the proceedings to 70 overseas stations when the formal ceremonies take place March 20.

WGN Furthers TV Plans; Mills Added

APPOINTMENT of Edwin (Ted) Mills Jr., former producer-director for NBC-TV in New York as program coordinator of WGN-TV Chicago, was announced Tuesday by Frank P. Schreiber, manager of WGN Inc.

Mr. Mills

Mr. Mills' first major assignment at WGN-TV will be to formulate program plans and draw up a programming pattern for the station, making use of studio facilities now under construction in Chicago's *Daily News* Building.

Mr. Mills has been associated with NBC-TV in the development of new show formats since 1946. Prior to joining NBC, Mr. Mills spent four years with the Information and Education Division, Psychological Warfare Branch, U. S. Army.

The Chicago *Tribune* will go all-out to help launch its video outlet, WGN-TV, by including a 24 to 30-page radio supplement stressing video in its April 4 (Sunday) issue. The station is expected to begin regular operation almost concurrently. It now is conducting test patterns.

The supplement will highlight news stories from the *Tribune*'s various bureaus, including Hollywood, New York, Washington and London—with primary emphasis on explanation of the growth, political implications and business outlook in the television field.

Advertising, which will comprise a goodly part of the supplement, will be open to national and local radio advertisers, although it is expected the special supplement will be available only to Chicago and the metropolitan area.

Sea Is Place to Improve TV Reception, Says RCA

IF YOU WANT to improve your television reception, go to sea, advises RCA following the first permanent installation of a video set aboard a ship. The set was placed on the pilot ship New Jersey, anchored at sea off Ambrose Channel, some 20 miles from New York, where the pilots put in lonely two-week stretches waiting to escort large vessels to port.

Joe Shuskus of RCA Service Co., who handled the job, which required a special antenna and a converter to change the ship's direct current to AC, reported reception better than on land. Twenty miles at sea there is no interference, he said; pictures are sharp and clear. Fading, sometimes occurring when the wind veered and the boat shifted direction, was cleared up by a turn of the wheel to shift it back.

STACKS OF PRODUCTS of California's farm, oil and dairy producing industries constituted the surprise gift which William B. Ryan (center), KFI Los Angeles general manager, found awaiting him when he was invited to attend recent meeting of state's agricultural interests. Presenting the gifts to Mr. Ryan in appreciation of KFI public service were C. C. Strickland (l), district manager of Standard Oil of California, and Paul Messer, manager of Pacific States Butter, Egg, Cheese and Poultry Assn.

Program Exhibits Point To More World Interest

A GROWING CONCERN over international relations was evidenced by American broadcasters in 1947, Ohio State U.'s annual exhibition of educational radio programs indicates.

The 12th annual exhibition showed that of 14 educational and public interest program groups, "furthering international relations" had the largest increase, or three times as many entries as last year. Runners-up were programs concerned with personal and social problems, culture, and public issues.

Topping all previous marks, this year's total number of sample records received is approximately 600. Awards will not be announced until the 1948 meeting of the Institute for Education by Radio, scheduled for April 30 in Columbus.

CANADIAN BROADCASTING Corp. will broadcast on March 24 three-hour program featuring Bach's St. Matthew Passion music. It is believed this will be first time this complete musical production has been broadcast at one time. Trans-Canada network will be used.

CANADA RADIO HOMES *Ontario Leads Provinces*

By JAMES MONTAGNES

PERCENTAGE OF RADIO homes in Canada has jumped from 78.4 to 90.7 according to the latest tabulation of radio homes for 1948, just compiled by the Bureau of Broadcast Measurement, Toronto. Survey shows that on Jan. 1, 1948, there were 2,870,370 radio homes in Canada out of a total of 3,163,320 households. The last previous census, for 1944 and issued in 1946, showed 2,214,290 radio homes in total of 2,823,930 households in the Dominion.

By provinces Ontario leads in number of radio homes and households. Figures in brackets are last previous percentage of radio homes. The 1948 figures show Ontario having 1,056,940 radio homes, 93.4% of all households in the province (83.9% last survey). Quebec has 699,740 radio homes, 89% (70.4%); British Columbia has 294,580 radio homes, 91.5% (84.8%); Alberta has 202,260 radio homes, 91.5% (81%); Saskatchewan has 200,350 radio homes, 89.4% (76.6%); Manitoba has 181,060 radio homes, 91.1% (79.4%); Nova Scotia has 127,970 radio homes, 86.7% (73.7%); New Brunswick has 90,050 radio homes, 81.9% (66%); Prince Edward Island has 17,420 radio homes, 80.5% (62.5%).

Latest Information

The radio homes figures in the current BBM report have been based on the latest available information. The data have been compiled by counties, census sub-divisions, cities and towns of 10,000 population or over by 1941 census, and all other urban centers having one or more broadcasting stations. The population estimates have been based on the last census, ration book counts, natural increases, internal migration, etc., and projected to 1948. The household estimates have been based on estimates of the number of persons per household for each county and census division based on the Dominion Bureau of Statistics census reports. The radio homes estimates have been based on census data and estimates of radio homes reported by the sampling unit, central research and development division of the Dominion Bureau of Statistics for August 1947.

In Canada as a whole about 93% of urban households have radio homes while only about 84% of rural households are similarly equipped. Although slightly over 90% of Canadian homes are estimated to have radios, only about 50% have telephones.

Probably highest percentage of radio homes is in Galt, Ont., where percentage is 98.1, followed by Hamilton, Ont., with 97.6%. By major cities Toronto's percentage of radio homes is 97, Montreal 94.6% (some separate municipalities surrounded by the Montreal metropolitan area have higher ratios, Westmount 98.3%, Outremont 98.2%, Verdun and Lachine each 97.3%); Winnepeg 97%, Vancouver 94.4%, Calgary 96.9%, Edmonton 95.7%, Victoria 92.3%, St. John 93.2%, Fredericton 91.3%, Halifax 96%, Ottawa 96.7%, Windsor 96%, London 97.1%, Charlottetown 91.7%, Quebec City 96.1%, Regina 96.2%, and Saskatoon 96.5%.

Compilation of the 1948 BBM figures was done by H. F. Chevrier of the coverage statistics department of Canadian Broadcasting Corp., Toronto, and Ted Rutter, research specialist of H. N. Stovin & Co., station representatives, Toronto.

THREE WITH SYLVANIA WILL GET IRE AWARDS

THE EXECUTIVE committee of the Institute of Radio Engineers last week announced the approval of fellowship awards to three engineering executives of the Sylvania Electric Products Co.

Dr. Bennett S. Ellefson, director of central engineering for Sylvania, was cited "for his contribution to cathode-ray development, proximity-fuse tube design and wartime electronic research."

Dr. Robert M. Bowie, manager of research, was honored "for his contributions in the fields of microwave techniques, spectroscopic methods and standards, and for his development of means to avoid the effect of ion bombardment on cathode-ray tube screens."

Henry C. Forbes, vice president in charge of engineering for Colonial Radio Corp., a Sylvania subsidiary, was cited "for his contributions as an engineer and executive in the field of home and automobile broadcast receivers and military radio equipment."

The fellowships are to be presented during the national IRE convention in New York, March 22-25.

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

16.9

IN CINCINNATI

C. E. Hooper, January 1947 . . . March 1947

Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE

FREDERIC W ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

Hollywood

New York • Chicago

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

ABC NBC

FORT WORTH, TEXAS

570 kc. 5,000 Watts

820 kc. 50,000 Watts

FREE & PETERS INC.

National Representatives

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

In Oklahoma City
KOMA
50,000 WATTS
Joe Bernard—Gen. Manager
Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

FCC Actions

(*Continued from page 70*)

Applications Cont.:

Assignment of CP

WSRS-FM Cleveland Heights, Ohio—Voluntary assignment of CP from Samuel R. Sague to WSRS Inc.

Modification of CP

WGPA-FM Bethlehem, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Modification of License

WCAU-FM Philadelphia—Mod. license to change name from Philadelphia Record Co. to WCAU Inc.

Modification of CP

WHAT-FM Philadelphia — Mod. CP which authorized new FM station, for extension of completion date.

FM—101.7 mc

Northern Virginia Bcstrs. Inc., Arlington, Va.—CP new FM station (Class B) on Channel 290-105.9 mc, ERP 13.7 kw and ant. height above average terrain 345.5 ft. AMENDED to change class of station from Class B Channel 290, 105.9 mc, to Class A Channel 269, 101.7 mc, change type trans., transmitter location and make changes in ant.

Modification of CP

KOMO-FM Seattle, Wash.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WPLH-FM Huntington, W. Va.—Mod. CP, as mod., which authorized new FM station to change ERP to 41 kw and to make changes in ant.

TV—192-198 mc

Airfan Radio Corp. Ltd., San Diego, Calif.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 19.8 kw, aur. 10.4 kw unl.

Television Bcstg. Co., San Diego, Calif.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 2.67 kw, aur. 1.335 kw unl.

The Connecticut Bcstg. Co., Hartford, Conn.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 22.8 kw, aur. 11.4 kw unl. AMENDED to change equipment and to make ant. changes.

Modification of CP

WCAU-TV Philadelphia—Mod. CP, as mod., which authorized new commercial television station, to change corporate name from Philadelphia Record Co. to WCAU Inc.

TV—76-82 mc

KTRH Bcstg. Co., Houston, Tex.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 17.9 kw, aur. 8.95 kw unl.

License for CP

National Bcstg. Co. Inc., Washington, D. C.—License to cover CP which authorized new remote pickup station. AMENDED to change frequency from 152.93 to 152.75, 152.87, 153.11 and 153.47 mc.

National Bcstg. Co. Inc., Denver, Colo.—License to cover CP which authorized construction of new remote pickup station. AMENDED to employ frequencies 152.75, 152.87, 153.47 mc in addition to 153.11 mc.

National Bcstg. Co. Inc., Hollywood, Calif.—Same.

National Bcstg. Co. Inc., San Francisco—Same.

National Bcstg. Co. Inc., Chicago—Same.

National Bcstg. Co. Inc., Cleveland—License to cover CP which authorized new remote pickup station. AMENDED to change frequency from 152.93 to 152.75, 152.87, 153.11 and 153.47 mc.

National Bcstg. Co. Inc., New York—License to cover CP which authorized new remote pickup station. AMENDED to employ frequencies 152.75, 152.87, 153.47 mc in addition to 153.11 mc.

Remote Pickup

Leonard A. Versluis, Grand Rapids, Mich.—CP for reinstatement of CP which authorized new remote pickup station, WBUE, frequencies 156.75, 158.40 mc, power 50 w, emission special for FM, hours in accordance with Sec. 4.403, to be used with standard station WLAV Grand Rapids, Mich., to request 156.75 mc only and to change trans. location.

ACCEPTED FOR FILING

Modification of CP

KYOS Merced, Calif.—Mod. CP, as mod., which authorized changes in vertical ant. and mount FM ant. on top of AM tower, to make changes in vertical ant.

AM—860 kc

Riverside Bcstg. Co., Riverside, Calif.—CP new standard station 860 kc 250 w D. AMENDED to change name of applicant from Riverside Bcstg. Co., partnership composed of Paul B. Sogg, J. Herman, Jr., A. J. Victor, Edward J. Murset, Jr., E. K. Bowman, and Jerry Ferro to Riverside Bcstrs., partnership composed of Paul B. Sogg, J. Herman, Jr., A. J. Victor, Edward J. Murset Jr., E. K. Bowman and Jerry Ferro.

AM—1590 kc

DeKalb Bcstg. Co., Decatur, Ga.—CP new standard station 1590 kc 1 kw N 5 kw D DA-N unl. AMENDED re corporate structure.

Modification of CP

WWNL Newport, Ky.—Mod. CP, as mod., which authorized new standard station, to change frequency from 1110 to 740 kc, install DA-D and change trans. location.

AM—1060 kc

Mississippi Valley Bcstg. Co., New Orleans, La.—CP new standard station 1060 kc 5 kw N 10 kw D DA-DN unl.

AM—1190 kc

WANN Annapolis, Md.—CP install new trans.

AM—1490 kc

WBEC Pittsfield, Mass.—CP mount FM ant. on top of AM tower.

Modification of CP

KBZY Grand Rapids, Minn.—Mod. CP which authorized new standard station, to change type trans.

AM—1230 kc

Hanna Bcstg. Co., Utica, N. Y.—CP new standard station 1230 kc 250 w unl. AMENDED to change name of applicant from Joseph A. Hanna and Michael R. Hanna, partnership d/b as Hanna Bcstg. Co. to U.T.K. Radio Corp.

Transfer of Control

WILK Wilkesboro, N. C.—Voluntary transfer of control of licensee corporation from Hadley Hayes and Carrie Brewer Hayes to Edney Ridge.

AM—880 kc

KBYE Oklahoma City, Okla.—CP increase 1 kw D to 10 kw D and install new trans. AMENDED to change frequency from 890 to 880 kc.

AM—1450 kc

KLBM La Grande, Ore.—CP install new trans.

AM—600 kc

WFAK Charleston, S. C.—CP change frequency from 730 to 600 kc, increase 1 kw D to 1 kw DN, change hours from D to unl., install DA-DN (DA-2) and change trans. location. AMENDED to make changes in DA-D.

Modification of CP

WVRA Orangeburg, S. C.—Mod. CP which authorized new standard station to change type trans., approval of ant. and trans. location and specify studio location. AMENDED to make changes in ant. and change trans. location.

Relinquishment of Control

KCOH Houston, Tex.—Voluntary relinquishment of control of permittee corporation by sale of 66 2/3% of stock by William A. Smith to E. C. Hughes and Ed. F. Hoffman.

Modification of CP

WFAX Falls Church, Va.—Mod. CP, as mod., which authorized new standard station, for extension of commencement and completion date.

AM—1230 kc

WPUV Pulaski, Va.—CP install new trans.

Modification of CP

KWIE Kennewick, Wash.—Mod. CP which authorized new standard station, for approval of ant., trans. and studio locations.

BALLOON BLOWING is not a usual part of the day's routine for Kay Fisher (l) and Bill Wallace of the John E. Pearson Co., station representative, but the photographer caught them doing a good job of it when they visited WIRE Indianapolis recently. Station reports that the two were "tricked" into performing on WIRE's *S'Prize Party* and that Kay carried off honors as best balloon-blower.

Modification of CP

WNLC-FM New London, Conn.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Paul Brake, Miami, Fla.—Same.

WSRK Shelbyville, Ind.—Same.

KSCJ-FM Sioux City, Iowa—Same.

WBET-FM Brockton, Mass.—Same.

FM—94.7 mc

Ebbets-McKeever Exhibition Co. Inc. Brooklyn, N. Y.—CP new FM station (Class B) on Channel 234, 94.7 mc ERP 19.91 kw and ant. height above average terrain 469 ft.

Modification of CP

KALE-FM Portland, Ore.—Mod. CP as mod., which authorized new FM station for extension of completion date.

TV—186-192 mc

Cowles Bcstg. Co., Des Moines, Iowa—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 25.5 kw, aur. 12.75 kw unl.

TV—76-82 mc

WHB Bcstg. Co., Kansas City, Mo.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 18 kw, aur. 10 kw unl.

FM—88.1 mc

DePauw U., Greencastle, Ind.—CP new noncommercial educational FM station on Channel 201, 88.1 mc, 2.5 kw.

PETITION TO REINSTATE

AM—970 kc

Stanislaus County Bcstrs. Inc., Modesto, Calif.—CP new standard station 1010 kc 1 kw D. AMENDED to change frequency from 1010 to 970 kc and hours from D to unl.

NBC IN THE PACIFIC SINCE 1931
KGU HONOLULU
IN YEARS
IN SERVICE
In POPULARITY
HAWAII'S FIRST STATION
Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

APPLICATION DISMISSED

FM—47,100 kc

Buffalo Bcstg. Corp., Buffalo, N. Y.—CP new FM station on 47,100 kc.

TENDERED FOR FILING

Assignment of License

KSO and KSO-FM Des Moines, Iowa—Consent to assignment of license of AM and CP of KSO-FM to Tri-States Meredith Bcstg. Co.

AM—1400 kc

WHLD Biddeford, Maine — CP new standard station 1400 kc 250 w unl.

AM—740 kc

Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.—CP new standard station 740 kc 1 kw D DA-DN.

Modification of CP

KPUG Bellingham, Wash.—Mod. CP to mod. proposed DA.

TV—186-192 mc

Thomas Patrick Inc., St. Louis—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 29.6 kw, aur. 15.6 kw.

Atlantic City World Inc., Atlantic City, N. J.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 1 kw, aur. 500 w.

TV—54-60 mc

WHEC Inc., Rochester, N. Y.—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 22.4 kw, aur. 12.2 kw.

AM—970 kc

Gordon Sherman, Alexander Buchan, Melvin Feldman, Sol Binkin and Robert Weiner d/b as Lincoln Bcstg. Co., Springfield, Ill.—CP new standard station 970 kc 1 kw unl. DA-DN.

AM—1190 kc

David M. Segal tr/as Cotton Belt Bcstg. Co., Greenville, Miss.—CP new standard station 1190 kc 1 kw D.

Modification of License

WWOL Lackawanna, N. Y.—Mod. license to move studio location from Lackawanna to Buffalo, N. Y.

WPFB Middletown, Ohio — Mod. license to change hours from D to unl. and power from 1 kw D to 100 w N 1 kw D.

AM—1600 kc

Otto H. Lachenmeyer d/b as Cushing Bcstg. Co., Cushing, Okla.—CP new standard station 1600 kc 500 w D.

AM—1250 kc

Lamar County Bcstg. Co., partnership composed of Cecil Hardy, Charles L. Cain, Merl Saxon, O. E. Smith and J. T. Smith, Paris, Tex.—CP new standard station 1250 kc 1 kw D.

AM—1230 kc

Kenneth D. Juhlin & Mary I. Juhlin, Long Beach, Wash.—CP new standard station 1230 kc 250 w unl. (Contingent on EAST change in frequency).

TV—192-198 mc

San Diego Bcstg. Co., San Diego, Calif.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 30 kw, aur. 10 kw.

TV—54-60 mc

Zenith Radio Corp., Chicago—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 15 kw, aur. 7.5 kw.

Modification of CP

Maison Blanche Co., New Orleans, La.—Mod. CP, new TV station to change type equipment and to make ant. changes, change ERP vis. 13.6 kw to 13.5 kw, aur. from 7.2 kw to 7.63 kw.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,586 licensed, 391 construction permits, 275 applications in pending file, 331 applications in hearing; FM—99 licensed, 191 conditional grants, 722 CPs (of which 309 are on air under special temporary authority) 52 applications pending, 60 applications in hearing; television—seven licensed, 81 CPs (of which 12 are on air), 127 applications pending of which 59 are in hearing.

TV—180-186 mc

Mid-Atlantic Bcstg. Co., Atlantic City, N. J.—CP new commercial television station on Channel, 8, 180-186 mc, ERP vis. 1 kw, aur. 500 w.

Atlantic City Television Bcstg. Co., Atlantic City, N. J.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. & aur. 1 kw.

TV—76-82 mc

Radio Projects Inc., Syracuse, N. Y.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 25.6 kw, aur. 12.8 kw.

TV—174-180 mc

Shamrock Bcstg. Co., Houston, Tex.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 30.4 kw, aur. 15.2 kw.

TV—60-66 mc

Richmond Radio Corp., Richmond, Va.—CP new commercial television station on Channel 3, 60-66 mc, ERP 16.9 kw, aur. 8.48 kw.

February 19 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)
Petition Granted

Announced memorandum opinion and order granting petition of Beloit Bcstrs. Inc. requesting separate consideration of petitions for rehearing by Beloit Bcstg. Co. and Village Bcstg. Co. directed against grant of June 14, 1947, to Beloit Bcstrs. Inc. for new station, Beloit, Wis., 1380 kc 1 kw D; further ordered that petitions for reconsideration or rehearing filed by Beloit Bcstg. Co. and Village Bcstg. Co. be denied.

Action in Part

Announced order denying that part of petition for rehearing and reconsideration of Edwin Mead which requests reopening of record in proceeding involving Mead's application for new station Rockford, Ill., for purpose of receiving engineering evidence re AM services available to Madison, Wis.; further ordered that petition of Beloit Bcstg. Co., Village Bcstg. Co. and Edwin Mead be granted to extent that they request further argument in these proceedings and that FCC decision of June 28, 1947, in Dockets 6962 et al and 6960 et al be set aside and vacated; further ordered that oral argument be held before Commission en banc on March 12. Comrs. Hyde and Jones dissenting in part.

February 13 Decisions . . .

BY COMMISSION EN BANC
FM Authorizations

Granted three Class A, nine Class B FM CPs; five Class A and four Class B in lieu previous cond., and authorized three requests to delete Class B grants. Class B allocation plan changes made in five cities (See BROADCASTING, Feb. 16, and story this issue).

TV—76-82 mc

WAVE Inc., Louisville, Ky.—Granted CP new commercial television station Channel 5, 76-82 mc, vis. power 16.6 kw, aur. 10 kw; ant. 355 ft.

KNBH Los Angeles—Granted mod. CP for extension of completion date to Aug. 20. (Comr. Jones for hearing).

WTVR Richmond, Va.—Granted mod. CP for extension of completion date to Sept. 3.

KLAC-TV Los Angeles—Granted mod. CP for extension of completion date to Aug. 1. (Comr. Jones for hearing).

WJZ-TV New York—Granted mod. CP for extension of completion date to July 8.

WDLT Detroit, Mich.—Granted petition for extension of completion date to June 10. (Comr. Jones for hearing).

Designated for Hearing

American-Republican Inc., Waterbury, Conn.—Designated for hearing application for new station in consolidated proceeding with other applications for Waterbury district to be held March 15.

KWIS San Francisco—Designated for hearing application for extension of time to complete construction of station KWIS.

KRSC-TV Seattle, Wash.—Designated for hearing application for extension of time to complete construction.

DOCKET CASE ACTIONS
(By the Commission)

AM—1340 kc

Announced Decision (Comrs. Coy, Webster and Sterling not participating) granting application of Murray Bcstg. Co. Inc., for new station at Murray, Ky., 1340 kc 250 w unl., subject to cond. that it file within 60 days application for mod. CP specifying trans. site and ant. system meeting requirements of Commission's standards, and denying application of Paris Bcstg. Co. seeking same facilities at Paris, Tenn. At same time Commission denied petition filed by Paris Bcstg. Co. to reopen record.

FM—95.1 mc

Announced order granting, in part, petition of Great Trails Bcstg. Corp. requesting severance from hearing docket and grant of its application for Class B FM station in Dayton, Ohio, and said application was granted upon following terms and conditions: Frequency 95.1 mc (Channel 236), 19.5 kw ERP and ant. height 500 ft. above average terrain, subject to approval by CAA of trans. site and ant. structure, and subject to filing within 60 days and approval thereof of application to mod. ant. system of WING to include FM ant. Denied petition insofar as it requested change in effective date of Commission's order of Jan. 10 granting certain other Dayton, Ohio FM applications.

Time Extended

Further ordered that joint petition of Great Trails Bcstg. Corp. and Radio Voice of Springfield Inc., requesting additional time to file exceptions to proposed decision of Commission issued Jan. 10, be granted, and time extended to 20 days after date upon which instant order is released.

ACTIONS ON MOTIONS
(By the Commission)

WJBW New Orleans—Adopted order denying petition to reopen record and continue oral argument in re proceeding in Dockets 6529 and 7870.

The Travelers Bcstg. Service Corp, et al Hartford, Conn.—Continued hearing on Hartford television applications presently scheduled Feb. 16 to March 1.

(By Commissioner Walker)

KPMC Bakersfield, Calif.—Dismissed as moot petition to strike certain documents filed by Lake Bcstg. Co. Inc. in proceeding in Dockets 6222 and 7185.

WBBZ Ponca City, Okla.—Granted motion to take depositions on Feb. 18 in re application Docket 8546, limited to 25 witnesses.

Empire Coil Co. Inc., Waterbury, Conn.—Granted petition to dismiss without prejudice application.

WMPC Lapeer, Mich.—Granted petition for leave to amend its application to specify as hours of operation 9 a.m. to 10:30 p.m. daily except Sat., instead of unl. time except Sat.

(*Continued on page 78*)

WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time

YOU CAN HEAR THE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

INVEST YOUR AD DOLLAR
WCK Y s-ly
L. B. Wilson
WCKY
50,000 WATTS OF SALES POWER
★ ★ ★

KNOW
The Most Listened-to Station in
AUSTIN
Morning, Afternoon and Night
AMERICAN BROADCASTING COMPANY
TEXAS STATE NETWORK
WEED & COMPANY, National Representatives

FCC Actions

(Continued from page 77)

Decisions Cont.:

KOB Albuquerque, N. M.—Granted petition for three-months' continuance from Feb. 26 of hearing on petition of John J. Dempsey, continuing same to May 24 at Albuquerque.

KOY Phoenix, Ariz.—Granted petition for continuance of hearing from Feb. 16 to March 5 in re application.

Angelus Bcstg. Co., Temple City, Calif.—Granted petition for leave to amend its application to revise technical data.

WHA Madison, Wis.—Granted authority to take depositions at Oregon, Ill. on Feb. 21, in re applications in Docket 8043 et al.

KPLT Paris, Tex.—Granted petition for leave to intervene in hearing on application of KLIF (Docket 8715) and KPLT is made party to proceeding for purpose of showing alleged objectionable interference from KLIF as proposed to KPLT.

KFH Wichita, Kan.—Granted petition for leave to intervene in proceeding on application of KWWL Waterloo, Ia.

Heathcote Bcstg. Co., Scarsdale, N. Y.—Granted petition for leave to amend its application to change status of applicant from partnership to corporation, WESTCO Bcstg. Corp., etc.; to specify 1 kw DA in lieu of 250 w, to change trans. site, etc.

Griner-Dillon Bcstg. Co., Bay City, Mich.—Granted petition for leave to amend its application to specify 1350 kc in lieu of 1280 kc etc. Amendment was accepted and application removed from hearing docket. Further ordered that application of Alma Bcstg. Co. Inc. be removed from hearing.

WTHT Hartford, Conn.—Granted in part petition for extension of time to file exceptions in proceeding in Dockets 7673 et al, and time was extended to March 8.

WMMJ Peoria, Ill.—Granted petition to take depositions on Feb. 24 in re its application, limited to 25 witnesses.

Orange Empire Bcstg. Co., Redlands, Cal.—Granted petition for continuance of hearing now scheduled for March 9 and 10, to May 10, in re Dockets 8499 and 8541.

WERC Erie, Pa.—Granted petition to intervene in proceeding on application of Concord Bcstg. Co.

WTOC Savannah, Ga.—Granted petition for leave to amend application to specify unl. DA-N in lieu 690 kc 10 kw D, to specify trans. site, etc.

Commission, on its own motion, continued consolidated hearing on revocation of CP of WWPN Middlesboro, Ky. and petition of Middlesboro Bcstg. Co. (WMIK) for reinstatement of CP from Feb. 16 to March 4.

WFMJ Youngstown, Ohio—Commission on its own motion continued hearing scheduled for Feb. 23 in re Docket 8392 to March 3.

WHOM Jersey City, N. J.—Commission on its own motion continued hearing scheduled for Feb. 23 in re Docket 8479 to Feb. 24 at Jersey City.

The Four States Bcstg. Co. Inc., Hagerstown, Md.—Commission on its own motion ordered that hearing scheduled for Hagerstown, Feb. 26 be held in Washington instead.

Mt. Pleasant Bcstg. Co., Mt. Pleasant, and R. G. Letourneau, Longview, Tex.—Commission on its own motion continued consolidated hearing scheduled Feb. 16 to March 4 in re Dockets 8254 and 8506.

Mississippi Bcstg. Co. Inc., Starkville, Miss.—Granted petition for leave to amend application to specify 1050 kc 250 w D in lieu 1230 kc 250 w unl. and removed from hearing. Further ordered that application of Starkville Bcstg. Co. be removed from hearing.

Hearings Before FCC . . .

FEBRUARY 23

AM—Hearing

Enid Bcstg. Co., Enid, Okla.—CP 1490 kc 250 w unl.
Intervenor: KAKE Bcstg. Co. Inc.

AM—Hearing

Hugh Francis McKee, Portland, Ore.—CP and req. fac. of KXL when vacated, 1450 kc 250 w S-KBPS.
Party respondent: KBPS Portland, Ore.
To be held in Room 524, New U. S. Court House, Portland.

FEBRUARY 24

AM—Hearing

Surety Bcstg. Co., Charlotte, N. C.—CP 930 kc 1 kw-N 5 kw-D unl. DA-N.

AM—Hearing

WJMR New Orleans—CP 990 kc 250 w unl.

AM—Hearing

WLOA Braddock, Pa.—CP 1550 kc 5 kw unl. DA-N.

AM—Hearing

Model City Bcstg. Co. Inc., Anniston, Ala.—CP 1390 kc 1 kw unl. DA.

AM—Hearing

WHOM Jersey City—Mod. license 1480 kc 500 w-N 1 kw-D unl.
To be held in assembly chamber, City Hall, Jersey City.

AM—Hearing

The Farmington Bcstg. Co., Farmington, N. M.—CP 1240 kc 250 w unl.
To be held in Masonic Bldg., Farmington.

FEBRUARY 25

AM & FM—Hearing

Northwestern Theological Seminary and Bible Training School, Minneapolis—CP 900 kc 1 kw D. Also for FM facilities.

AM—Hearing

KWAT Watertown, S. D.—CP 950 kc 1 kw DA-N unl.
Corn Palace City Radio Corp., Mitchell, S. D.—CP 950 kc 5 kw DA-2 unl.

FM—Hearing

WFSS Coram, N. Y.—For mod. of FM facilities.
To be held in Coram Community House.

AM—Further Hearing

Central Michigan Radio Corp., Lansing, Mich.—CP 1320 kc 1 kw unl. DA.
WILS Lansing, Mich.—CP 1320 kc 1 kw D.
Charlotte Bcstg. Co., Charlotte, Mich.—Same.
Parties respondent: WOOD Grand Rapids, Mich.; WJHP Jacksonville, Fla.; WBBC Detroit, and WKAN Kankakee, Ill.

FEBRUARY 26

AM—Further Hearing

KUOA Siloam Springs, Ark.—CP 740 kc 10 kw DA unl.
All-Oklahoma Bcstg. Co., Tulsa, Okla.—CP 740 kc 10 kw-N 50 kw-D DA-2 unl.

AM—Hearing

Metropolitan Houston Bcstg. Co., Houston, Tex.—CP 1060 kc 1 kw-N 5 kw-D DA unl.

AM—Hearing

WEPL Providence, R. I.—CP 1220 kc 1 kw D.
Party respondent: WWON Woonsocket, R. I.

AM—Hearing

Charles Wilbur Lamar, Jr., Morgan City, La.—CP 1450 kc 100 w unl.

FEBRUARY 26-27

AM—Hearing

Oral J. Wilkinson, Murray, Utah—CP 1230 kc 250 w unl.
Weber County Service Co., Ogden, Utah—CP 1240 kc 250 w unl.
Parties respondent: KOVO Provo and KVNU Logan, Utah.
To be held Feb. 26, Room 220, Federal Bldg., Salt Lake City; Feb. 27, Grand Jury Room, Federal Bldg., Ogden.
New England Television Co. Inc., Fall River, Mass.—For television facilities.
E. Anthony & Sons Inc., New Bedford, Mass.—Same.
To be held Feb. 26, Civil Service examination room, Federal Bldg., Fall River; Feb. 27, New Bedford Free Public Library.

FEBRUARY 27

AM—Hearing

The Four States Bcstg. Co. Inc., Hagerstown, Md.—CP 860 kc 1 kw D.

AM—Further Hearing

WBAL Baltimore—License renewal.
Public Service Radio Corp., Baltimore—CP 1090 kc 50 kw unl.

AM—Hearing

WSIV Pekin, Ill.—Mod. CP 1150 kc 500-w-N 1 kw-D DA unl.

AM—Hearing

Jorama-Fer Radio Corp., Caguas, P. R.—CP 1240 kc 250 w unl.
Caguas Radio Bcstg. Inc., Caguas, P. R.—CP 1230 kc 250 w unl.

AM—Hearing

KSTT Davenport, Iowa—CP 1170 kc 1 kw unl. DA.
Parties respondent: KVOO Tulsa, Okla., and WWVA Wheeling, W. Va.

AM—Further Hearing

Grand Haven Bcstg. Co., Grand Haven, Mich.—CP 1490 kc 250 w unl.
WMUS Muskegon, Mich.—Same.

AM—Hearing

Rochester Bcstg. Co., Rochester, Minn.—CP 970 kc 1 kw-N 500 w-D unl.
Party respondent: WHA Madison, Wis.

A PAYING PROPOSITION

Ask the Katz Agency

CBS 560 kc.

1908 John D. Witten 1948

JOHN D. WITTEN, 40, assistant to the president of Young & Rubicam, New York, died suddenly last Wednesday in the agency conference room of a heart attack.

Mr. Witten joined Young & Rubicam in December 1945, as manager of the agency's research department, a position he held until Jan. 1947, when he was named assistant to Sigurd S. Larmon, agency president.

In 1940 Mr. Witten was chief statistician for the Quartermaster Corps. In 1942, with the rank of colonel, he succeeded the late Leonard P. Ayres as chief statistician of the U. S. Army, and continued as chief statistician when Army statistics were placed under the supervision of General Brehon B. Sommervell, commanding general of the U. S. Army Service Forces. Mr. Witten retired from the Army with a disability in January 1945.

Before going to Washington, Mr. Witten served as statistician for the New York Stock Exchange Commission and as president of the Institute of Business Administration in New York. He was graduated from Columbia U.

In 1941, Mr. Witten married Kathleen Bodine Rubicam, daughter of Raymond Rubicam, former chairman of the board of Young & Rubicam. Surviving besides his wife are two children, Anne, and John, three.

CBC MEET DISCUSSES STATIONS' PROGRAM

PROGRAMMING was main topic at sessions of the Trans-Canada and Dominion network station executives with Canadian Broadcasting Corp. executives at Toronto, Feb. 16 and 17. All-day meetings were held, with Trans-Canada stations on Feb. 16 and Dominion stations on Feb. 17, and problems of individual stations were ironed out at the round-table meeting.

Attending the meetings for the CBC were: A. D. Dunton, chairman, Ottawa; George Young and Bob Keddy, relations relations, Toronto; E. A. Walter Powell, A. Barr and W. Johnston, commercial departments, Toronto; Harry Boyle, Trans-Canada manager, and Bud Walker, Dominion manager, Toronto.

Attending for Trans-Canada network were: Roy Hoff, CKWS Kingston; Cliff Pickering, CFCH, North Bay; Brian Shellon, CJKL Kirkland Lake; H. C. Freeman, CKGB Timmins; Woodill, CKSO Sudbury; Hector Dall, CKPR Fort William; Bill Ston and Lyman Potts, CKOC Hamilton; J. C. Hyland, CJIC Sault Ste. Marie; C. R. Irvine, CHOK Sarnia; C. P. Wright, CBO Ottawa; Bill O'Reilly, CBM Montreal.

Attending for Dominion network were: Jim Shaw, CFCF Montreal; Marshall Yarrow, CKCO Ottawa; Radford, CFJM Brockville; H. Burr, CHEX Peterborough; Don Wright, CFPL London; Jack Beardall, CFCO Chatham; Ralph Parker, CFPA Port Arthur; Les Garside, CJRL Kenora; Gord. Sinclair, CFOR Orillia; Cliff Wingrove, CKSL St. Catherines; and Tom Darling, CHML Hamilton.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Duchess

TERESA

On Transcriptions: NBC THESAURUS—Music of Manhattan; STANDARD—Curt Massey, Les Paul Trio; LANG-WORTH—Lenny Herman.

On Records: Dick Haymes-Andrews Sisters—Dec. 24320; Kay Kyser—Col. 38067; Jack Smith—Cap. 484; Vic Damone—Merc. 5092; Do Ray-Mc Trio—Com. 7504.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

NEWEST SPONSOR for ABC's co-op show, *Mr. President*, is signed up for six western stations. The sponsor, Hudson Sales & Service, is represented by George Irwin (seated), co-owner of the Irwin-McHugh Advertising Agency in Hollywood. Completing the sales picture are (l to r): Paul Langford, agency account executive; Clyde Scott, general manager of KECA Los Angeles; Matt Barr, KECA sales representative, who handles the account.

Sequel to WGAY Story Is Published by 'Post'

A SEQUEL to the *Saturday Evening Post* article of Jan. 25, 1947, "You, Too, Can Own A Radio Station," by Joseph L. Brechner, general manager of WGAY Silver Spring, Md., was published in the Feb. 21 issue of the same magazine.

"Radio — What A Business!", also authored by Mr. Brechner, describes the troubles encountered by the author and John Kluge, WGAY president, during their first year of operation. The painful difficulties attending preparation for operation were colorfully outlined in the original article.

"After one year," Mr. Brechner means in the latest article, "John and I have learned that operating a radio station is an art, a business, a science, a public service and a massive headache." Reciting the title of his original story, "You, Too, Can Own a Radio Station," Mr. Brechner adds that the joker is "Can you operate a radio station successfully?"

SPECIAL OBSERVANCE MARKS WEAT OPENING

THE FORMAL OPENING of WEAT Lake Worth, Fla., on Feb. 14 was marked by observance of WEAT Day through official proclamation of the mayor and city commission.

C. L. Menser, owner of WEAT and former NBC vice president, sponsored the first Annual Gulf Stream Water Carnival at the pool of the Municipal Casino, building that houses studios of the new NBC affiliate. The ornate Chinese junk of "Believe It Or Not" Robert Ripley was brought to Lake Worth and moored at docks near the studio building as an added attraction. Mr. and Mrs. Menser were hosts to some 76 civic leaders of the Palm Beach area at a dinner that evening at the South Ocean Club.

WEAT is a 100-w fulltime outlet on 1490 kc. Licensee is Lake Worth Broadcasting Corp.

ABC Program Dept. Makes 3 Promotions

THREE appointments in the ABC program department were announced last week by Charles C. Barry, vice president in charge of programs and television. All changes are effective immediately. Charles Harrell, former ABC staff announcer, was appointed eastern program manager; Morgan Ryan, former account executive for the network, was named manager of commercial program sales, and Helen Guy, former manager of the business office of ABC's program department, was named manager of that department.

WWJ-TV Increase

RATES will be increased March 1 from $300 to $350 per hour on WWJ-TV, the *Detroit News* television station, according to Harry Betteridge, sales manager of WWJ, WWJ-FM and WWJ-TV. More than 30 hours of programming a week for Detroit's 6,300 set owners is presented over WWJ-TV, operated on 66-72 mc, Channel 4.

Details on Latest FM Grants Given

CONSTRUCTION permits granted by FCC Feb. 12 for three Class A and nine Class B FM stations, announced in BROADCASTING, Feb. 16, are given in detail herewith. At the same time FCC authorized five Class A and four Class B FM CPs in lieu of previous conditions.

The new permits:

KOKX-FM Keokuk Bcstg. Co. Keokuk, Iowa. Class B, 102.7 mc (Channel 274), 3 kw effective radiated power, 330 ft. antenna above average terrain.

KFMY Northwest Bcstg. Co. Fort Dodge, Iowa. Class B, 102.7 mc (No. 274), 7 kw, 310 ft.

KFNF-FM KFNF Inc. Shenandoah, Iowa. Class B, 103.3 mc (No. 277), 62 kw, 380 ft.

KNEX The McPherson Bcstg. Co. Inc. McPherson, Kans. Class B, 103.3 mc (No. 277), 4.8 kw, 260 ft.

WTBO-FM Cumberland Bcstg. Co. Cumberland, Md. Class B, 106.9 mc (No. 295), 2.5 kw, 1515 ft.

WTTM-FM Trent Bcstg. Corp. Trenton, N. J. Class A, 100.1 mc (No. 261), 290 w, 250 ft.

KOAK Western Oklahoma Bcstg. Co. Clinton, Okla. Class B, 107.5 mc (No. 298), 12 kw, 370 ft.

WILK-FM Wyoming Valley Bcstg. Co. Wilkes-Barre, Pa. Class B 107.3 mc (No. 297), 3.1 kw, 980 ft.

KELO-FM Midcontinent Bcstg. Co. Sioux Falls, S. D. Class B, 102.9 mc (No. 275), 52 kw, 360 ft.

KVRO Brownsville Herald Pub. Co. Brownsville, Tex. Class A, 107.1 mc (No. 296), 1 kw, 240 ft.

KRGV-FM KRGV Inc. Weslaco, Tex. Class B, 93.7 mc (No. 229), 49 kw, 360 ft.

KVMR Valley Evening Monitor Inc. McAllen, Tex. Class A, 100.9 mc (No. 265), 1 kw, 240 ft.

* * *

CPs in lieu previous conditions issued:

KAGH-FM Rose Bowl Broadcasters, Pasadena, Calif. Class A, 98.3 (No. 252), 330 w, minus 530 ft.

KFVS-FM Oscar C. Hirsch, Cape Girardeau, Mo. Class B, 95.7 mc (No. 239), 20 kw, 285 ft.

WFMO Fidelity-Media Bcstg. Corp. Jersey City, N. J. Class A, 103.1 mc (No. 276), 1 kw, 240 ft.

WUSJ Lockport Union-Sun Journal Inc. Lockport, N. Y. Class A, 99.3 mc (No. 257), 810 w 270 ft.

WBAM Bamberger Bcstg. Service Inc. New York, N. Y. Class B, 98.7 mc (No. 254), 15 kw, 560 ft.

WNXC Northwestern Ohio Bcstg. Corp. Lima, Ohio. Class B, 102.1 mc (No. 271), 50 kw, 250 ft.

WVAW Suburban Bcstg. Inc., Cheviot, Ohio. Class A, 96.7 mc (No. 244), 340 w 215 ft.

KGW-FM Oregan Pub. Co. Portland, Ore. Class B, 100.3 mc (No. 262), 54 kw, 960 ft.

WABX Harold O. Bishop, Harrisburg, Pa. Class A, 100.9 mc (No. 265), 1 kw, minus 85 ft.

FCC Affirms Low-Power Station Hearings Policy

FCC last week reiterated its policy against holding hearings outside of Washington, D. C. on "applications which request broadcast facilities in excess of 250 w, unlimited time, or 1 kw power, daytime only."

This policy, the Commission said, is required "for efficient use of the funds and personnel available to the Commission." The statement came in an order denying the request of Corn Palace City Radio Corp. asking that the hearing on its application for 950 kc with 5 kw at Mitchell, S. D., and that of KWAT Watertown, S. D., for the same frequency with 1 kw, be held at Mitchell and Watertown rather than in Washington.

10,000 WATTS IN KANSAS CITY
WHB
DON DAVIS PRESIDENT
JOHN T. SCHILLING GENERAL MANAGER
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

KFMB sells SAN DIEGO ...better than ever!
Now 1000 watts on 550 kc
Remember! More power means more sales to more people . . .
KFMB
• Now operating KFMB-FM
BASIC AMERICAN NETWORK (Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO

WRBL CBS
COLUMBUS • GEORGIA
NOW 5000 WATTS Day and Night
More POWER-ful than ever!
NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO. ATLANTA, GA.

TEMPORARY TRANSFER OF STROTZ EXPECTED

REPORTS that Sidney N. Strotz, vice president of NBC Western Division, shortly will take a four-month leave to coordinate the network's television setup in New York are expected to be confirmed this week.

Mr. Strotz

Confirmation and details await only the formal pronouncement of Frank Mullen, network's vice president in charge of television. Although no date had been set late last week, a news conference will be held by Mr. Mullen, according to network officials, early this week.

Since Mr. Mullen's arrival on West Coast he has been in constant conferences with Mr. Strotz at Palm Springs. Talks are understood to have mainly been concerned with details of Mr. Strotz's temporary shift to New York. It is also understood that Hal Bock, network's Hollywood television manager, is to arrive in New York about April 1 for three month's orientation in techniques of production and presentation.

WFIL-TV Philadelphia has increased the length of its daily motion picture newsreel from 10 to 15 minutes. News telecasts are presented by Philadelphia Inquirer and are currently available for sponsorship.

FIRST FIFTEEN PROGRAM HOOPERS–Feb. 15 Report

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or—	Year Ago Position
Radio Theatre	152	Lever Bros	J. Walter Thompson	28.6	22.5	+6.1	9
Jack Benny *	161	American Tobacco	Foote, Cone & Belding	27.1	27.8	—0.7	4
Fibber McGee & Molly	141	S. C. Johnson & Son	Needham, Louis & Brorby	26.9	33.4	—6.5	1
Fred Allen	160	Ford Dealers of America	J. Walter Thompson	26.3	25.9	+0.4	7
Charlie McCarthy	143	Standard Brands	J. Walter Thompson	26.3	26.7	—0.4	6
Bob Hope	128	Pepsodent Div.-Lever	Foote, Cone & Belding	26.0	32.9	—6.9	2
Truth or Consequences	137	Procter & Gamble	Compton Adv.	25.0	14.7	+10.3	30
Amos 'n' Andy	149	Lever Bros.	Ruthrauff & Ryan	24.4	30.9	—6.5	3
Walter Winchell *	220	Andrew Jergens Co.	Robt. W. Orr & Assoc.	21.9	22.6	—0.7	8
Red Skelton	160	B. & W. Tobacco	Russel M. Seeds	21.3	27.6	—6.3	5
Mr. District Attorney	134	Bristol-Myers	Doherty, Clifford & Shenfield	20.9	21.1	—0.2	12
Bandwagon	159	F. W. Fitch	L. W. Ramsey	20.4	21.7	—1.3	11
Arthur Godfrey's Talent Scouts	145	Thos. J. Lipton Div.-Lever	Young & Rubicam	20.3	---	---	---
Bing Crosby	242	Philco Products	Hutchins Adv.	19.5	16.3	+3.2	23
Duffy's Tavern	134	Bristol-Myers	Young & Rubicam	18.9	22.0	—3.1	10

* Includes first and second broadcasts.

TOP TEN DAYTIME PROGRAM HOOPERS

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or—	Year Ago Position
Ma Perkins (CBS)	80	Procter & Gamble	Dancer-Fitzgerald-Sample	8.6	8.3	+0.3	2
Our Gal Sunday	79	Whitehall Pharmacal	Dancer-Fitzgerald-Sample	8.6	6.7	+1.9	18
Stella Dallas	142	Sterling Drug	Dancer-Fitzgerald-Sample	8.5	6.8	+1.7	17
Arthur Godfrey	158	Liggett & Myers	Newell-Emmett	8.3	---	---	---
Romance of Helen Trent	77	Whitehall Pharmacal	Dancer-Fitzgerald-Sample	8.2	7.8	+0.4	6
Young Dr. Malone	77	Procter & Gamble	Compton Adv.	8.0	5.8	+2.2	28
When a Girl Marries	76	General Foods	Benton & Bowles and Young & Rubicam	7.8	8.3	—0.5	3
Aunt Jenny	56	Lever Bros.	Ruthrauff & Ryan	7.8	8.0	—0.2	4
Rosemary	64	Procter & Gamble	Benton & Bowles	7.8	5.9	+1.9	26
Grand Slam	47	Continental Baking Co.	Ted Bates	7.7	4.9	+2.8	39

EQ RATINGS

Enthusiasm Quotients Given By Audience Research

AN "ENTHUSIASM QUOTIENT" for 125 radio personalities, designed to indicate their popularity and a degree of promise to sponsors has been measured by Audience Research Inc., New York. Results were submitted to clients last week.

The study, which evaluated performers on the common basis of audience enthusiasm, embraced about 3,000 people in the U. S., representing all ages, geographic sectors and types of communities in proportion with the population and corrected for set ownership by states. Non-telephone homes also were included in the personal-interview survey.

Purpose of Research

The end figure of the research, according to ARI, is an enthusiasm quotient for each radio personality tested. The EQ is a combination of two measurements: identification or familiarity, and audience enthusiasm.

The eight divisions studied were comedians, comedy teams, male singers, female singers, orchestras, fictitious characters, commentators and masters of ceremonies. In each category one or two veteran performers of known popularity were included to serve as a pilot for comparison with the development of newer talent.

Although specific results have not been released, the following evaluations were announced by ARI:

● Arthur Treacher and Henry Morgan shows "above average appeal" in the comedy classification, and Jack Carson and Eve Arden "show good promise" among comedy teams. Jo Stafford followed by Dinah Shore led in enthusiasm among female singers, with "better than average promise indicated" for Dorothy Shay, Margaret Whiting, Peggy Lee and Evelyn Knight among the newer singers.

● For new male singers, Irish Tenor Christopher Lynch "aroused exceptional enthusiasm among the comparatively small audience which has heard him" with Bing Crosby, followed by Perry Como, highest among the "pilots." Newcomer Vic Damone also "fared well."

● Arthur Godfrey and Art Linkletter lead in the masters of ceremonies field, and Irma (Marie Wilson) in the field of dramatic characterizations, rated a high EQ along with "Sam Spade" and the "Fat Man." Henry Aldrich and Mr. District Attorney are the "established favorites in the category of fictitious personalities."

● Among commentators, Red Barber, Edward R. Murrow and Cedric Foster lead in the poll.

WTMJ-TV Milwaukee has completed arrangements to broadcast all Milwaukee Brewers home baseball games.

Universal Sues

SUIT by Universal Record... Corp., Chicago, against Vitacous... Records, Inc., has been filed ... Superior Court. Universal charg... it received $8,000 of an agreed $... 000 from Vitacoustic in a deal ... volving the song hit, "Peg O' ... Heart," as recorded by the Ha... monicats. Suit was filed to rega... possession of 12 master pressi... and to obtain a "complete accou... ing of royalties," according ... Bernard Clapper, vice president ... Universal. Between 1½ and 2 m... lion copies reportedly have be... made from the master.

PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

NCAA Polling Its Members on Video

LETTERS have gone to members of the National Collegiate Athletic Assn. seeking their views on television, according to Al Masters, athletic director of Stanford U. and NCAA video committee chairman.

Members of the committee aiding Mr. Masters are to report back with the attitudes of their regional college conferences. Finally, when sufficient information is on hand, Mr. Masters advised BROADCASTING a report will be evolved, but he indicated that this would require two or three months.

Speaking for the Pacific Coast Conference, which he also serves as video committee chairman, Mr. Masters said that only the conference may decide in a body. He said no individual college has the authority to engage in contractual obligations. He characterized the PCC stand as watchful waiting.

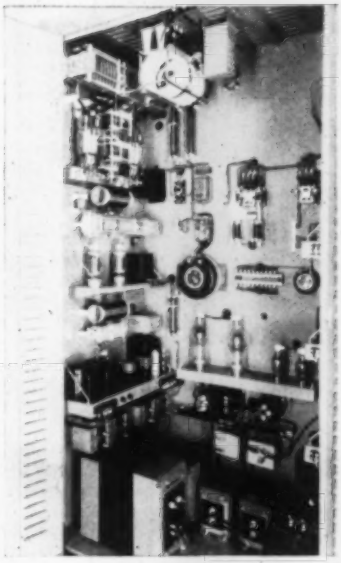
At present this stand only affects U. of Southern California and U. of California at Los Angeles, which would otherwise be in a position to deal with KTAL Hollywood, W6XOA Hollywood or any of the other five licensees which may be on the air by the start of the football season.

Other members of the NCAA video committee are: Asa Bushnell, Eastern College Athletic Conference commissioner; James Stewart, representing the Southwest Conference; Herbert Jones, Notre Dame U., and Theodore Payseur, Northwestern U.

Swezey Elected

ROBERT E. SWEZEY, MBS vice president and general manager, is the new chairman of the nominating committee of the New York Radio Executives Club. Other committee members are Warren Jennings, New York representative of WLW Cincinnati; M. B. Grabhorn, WJZ New York manager and head of ABC's owned and operated stations; Beth Black, Joseph Katz Agency, and Frank M. Headley, Headley-Reed Co. Messrs. Jennings and Grabhorn are former REC presidents.

Now
10,000 WATTS
WMAZ
MACON
GEORGIA
CBS KATZ



WNAX STARTING FARM IMPROVEMENT DRIVE

AN AMBITIOUS farm improvement program has been announced by Chris Mack, farm director of WNAX Yankton, S. D., which will sponsor the contest. The program will be conducted over a three-year period, and is to cover every county in Iowa, Nebraska, North and South Dakota, and Minnesota. Yearly awards will be made to individual county winners in each state.

Midwestern agricultural observers report it is the first major program ever launched for improvement of the farmstead as against improvement of croplands, livestock or poultry.

Mr. Mack and Robert R. Tincher, WNAX vice president and general manager, laid the groundwork for the program last September and through a series of meetings with agricultural and educational leaders in the states concerned whipped the regulations into shape.

Cincinnati's T-Day Observed Feb. 15

T-DAY in Cincinnati, official birthday of WLWT, Crosley TV station, was observed Feb. 15 by telecasting a special video show and live excerpts from current or contemplated WLWT shows.

The show climaxed a week of commercial operations which began Feb. 9 when W8XCT, experimental station, changed its call letters and status. It was written by Alan Stern, produced by Charles J. Lammers and Chester Herman, and narrated by Newscaster Peter Grant. A special salute was extended WLWT by Niles Trammell, NBC president, and Frank Mullen, vice president and general manager of NBC. Finale of the program featured an interview by Moderator Grant with James D. Shouse, president of Crosley Broadcasting Corp., and Robert E. Dunville, Crosley vice president and general manager.

DRAMATIC PROOF of the fire damage suffered by WANN Annapolis, Md., [BROADCASTING, Feb. 16] is shown in these "before and after" pictures. The 1-kw transmitter (l) was in shining, A-1 condition a month ago. Sunday morning, Feb. 1, it was a shambles (above). Henry Geist, Raytheon regional sales engineer, performed the engineering miracle of getting the station back on the air within 51 hours. Called by WANN executives immediately after the early-morning fire, Mr. Geist rerouted equipment destined for a new Texas station, and he arrived in Annapolis simultaneously with the engineering units. On Monday following the fire, WANN moved into temporary quarters. By Tuesday station was on the air again. Damage was estimated at $35,000.

100,000 TV WORKERS BY END OF 1950 SEEN

PREDICTION that television employment will triple in the next three years to a total of 100,000 employes by the end of 1950 was made by J. R. Poppele, WOR New York vice president and president of Television Broadcasters Assn., Feb. 15 on the Mutual program, *The Veteran Wants to Know*.

"There are 30,000 people actually working in television now," Mr. Poppele said, "and an additional 5,000 people should be actively working in television by December (1948). Television employment is going to increase by leaps and bounds from then on. . . . By December 1950, 100,000 is a conservative estimate."

Upcoming

March 1: FCC hearing on right of stations to editorialize, FCC Hdqrs., Washington.

March 8-11: Canadians Assn. of Broadcasters annual meeting, Chateau Frontenac, Quebec.

March 16-18: CBC Board of Governors 58th meeting at Ottawa.

March 18-20: CBC Board of Governors meeting at Ottawa for public hearings.

March 20-21: Western Radio Conference, Marines Memorial Bldg., San Francisco.

March 22-23: NAB 14th District meeting, Brown-Palace Hotel, Denver.

March 22-24: Chicago Technical Conference and Production Show, Stevens Hotel, Chicago.

SENATE UNIT APPROVES BOOST IN FEDERAL PAY

PAY RAISES to at least $13,500 a year, and possibly to $18,500, would be awarded to the seven FCC Commissioners along with members of other federal agencies under a recommendation voted by a Senate Civil Service subcommittee last Wednesday. FCC members now get $10,000, which would be increased to $12,500 under the pending White Bill to revise the Communications Act (S-1333).

Under the Civil Service subcommittee's proposal, most government employes would get $1,000 a year raises, and heads of agencies, who now receive top salaries of $10,000, $12,000, and $17,500, would get $13,500, $16,000, and $18,500. Congressional spokesmen interpreted this to mean that FCC members might get any one of the three latter figures.

The proposal—which must yet go to the full committee, the Senate and the House—combines bills by Sens. William Langer (R-N.D.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.). Sen. Baldwin issued a statement, however, reiterating that while he feels higher pay is necessary to keep top executives in government, he opposes flat $1,000 raises for all federal employes. He indicated that his opposition to this feature is strong enough to cause him to oppose the entire proposal of the subcommittee.

FIRST... WHERE THERE'S MOST!
WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI
The value of crops harvested in Mississippi in 1947 was 34% higher than in 1946 and the highest on record. The cotton crop alone was 50% greater than in 1946.
5000 - DAY
1000 - NIGHT
18 YEARS' LEADERSHIP
Represented Nationally by the George P. Hollingbery Co.

STATION SALES

FCC Grants Approval For 5 Transfers

CONSENT was granted by FCC last week to transfers of five standard stations, including $225,000 sale of KCBC Des Moines. Other stations are WLAD Danbury, Conn.; KVNI Coeur d'Alene Idaho, and KNEW Spokane, Wash., and WABZ Albemarle, N. C.

KCBC is sold by George O'Dea and associates to Kapital City Broadcasting Co., headed by Myles H. Johns, senior partner and manager of WOSH Oshkosh, Wis. KCBC is assigned 1 kw fulltime on 1390 kc.

Because of a serious operation Mr. O'Dea found it impossible to continue operation of the station, application stated. He is president and one-third owner of Capital City Broadcasting Co., licensee and assignor. His associates who also hold one-third interest each, Sidney J. Pearlman, vice president, and Hugh Gallagher, secretary-treasurer, could not continue operation alone it was said. Consideration is two part: $133,797.02 for interest of three sellers, and liquidation of a $91,202.08 debt due Mr. O'Dea who had advanced money to finance construction of station.

Kapital City Broadcasting Co., assignee, is composed of Mr. Johns, board chairman and executive vice president, 12.5%; his wife, June Smith Johns, treasurer, 12.5%; George P. Caeser Jr., former general manager Ben Hur Co., Milwaukee, president 25%; his wife, Claudia U. Caeser, secretary 25%; W. R. Haynes, assistant secretary-treasurer. Mr. and Mrs. Johns as trustees hold 12.5% interests each Lloyd E. Johns and June E. Johns. Mr. Gallagher of assignor is a director.

Control of WLAD Danbury, Conn. (250 w day, 850 kc) and WLAD-FM is transferred from three local attorneys to new group for $29,000. Stock representing 72.5% is involved. Sellers are: Lazarus S. Heyman, 50%; Burton F. Sherwood, 13.75%, and William Hanna, 8.75%. Purchasers of these holdings: John C. Doran, president and treasurer, Doran Bros. Inc., 25%; Cecil J. Previdi, Cincinnati Milling Machine Co. technical advisor in Hartford, 6.25%; Robert J. Doran, vice president-secretary Doran Bros., 12.5%; John F. Previdi, owner Danbury Printing Co., 28.75%. Transferees advance $10,000 to cover completion of stations.

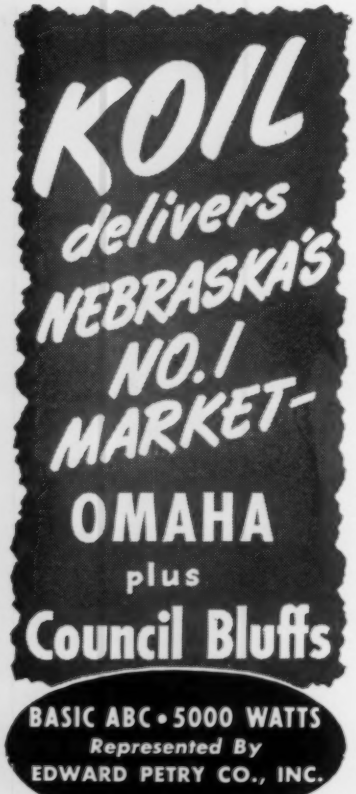
Control of Coeur d'Alene Broadcasting Co. licensee of KVNI Coeur d'Alene, Idaho (1240 kc, 250 w), and KNEW Spokane, Wash. (1430 kc, 5 kw), is transferred from Scripps Newspapers Inc. (Scripps League) to Burl C. Hagadone, president of licensee, and Harry Henke Jr., vice president. Consideration involved is $10,000. Scripps, which owns all 2,500 shares Class B voting stock, sells 500 shares to Mr. Henke while Mr. Hagadone also sells 500 of his 2,500 shares Class A stock to Mr. Henke. The Class A stock, heretofore non-voting, becomes equal in voting power to Class B stock under transaction. Thus with shuffle Scripps holds 40%, Mr. Hagadone 40% and Mr. Henke 20%. Latter paid par value of $10 per share for stock.

WABZ Assignment

Assignment of license of WABZ Albemarle, N. C. (1010 kc, 1 kw day), involving about $10,000 consideration, is from Albemarle Broadcasting Co., partnership, to WABZ Inc. New firm includes three of original partners: S. L. Myers, 11%; Carl C. Aley, 24.5%, and R. H. Whitlow, 24.5%. Other 40% is shared equally by Ira Leigh, WABZ salesman, and G. H. Hendrix, Concord, N. C., insurance agent. Messrs. Leigh and Hendrix received stock in new firm for cash advances which they have made previously to station, amounting to about $5,000 each.

The three original partners continuing in the new firm earlier had purchased holdings of T. R. Wolfe and W. E. Smith, retired partners, for about $2,500. The applicant had been a co-partnership at first.

CKAC Montreal, recommended for increase in power from 5 kw to 50 kw at January meeting of CBC board of governors, expects to have new transmitter and directional antenna in operation early next year.



CHICAGO TELEVISED

Images Picked up by Airborne Cameras Shown at Exhibit

AN ARMY PLANE equipped with video apparatus was scheduled to televise Chicago from the air each afternoon for a week starting last Saturday.

The project is in connection with the Signal Corps' exhibit at the World Hobby Exposition in the Chicago Coliseum. Images picked up by airborne cameras, which are to cover a different area of Chicago each afternoon, are to be shown on receivers in the Coliseum. Voice communication between plane and exhibit also is planned.

Exposition press agents say this is the first public demonstration of "television from the air," with which the Signal Corps has been experimenting for some time.

DIRECTING your director, an am bition harbored by countless actors is accomplished through amateur hypnotism by Richard Kollmar (l), who plays role of "Boston Blackie" under direction of his victim Jeanne Harrison, radio director of Frederic W. Ziv Co. Ziv Vice President John Sinn witnesses demonstration at annual dinner of Wo an Pays Club in New York Feb. 1

1490 KC HEARINGS

Can Interpret Local Law, Says FCC

DENYING that it lacks authority to interpret a local law, FCC last week refused to modify the issues it had set for its further hearing on three 1490-kc applications at Jackson, Tenn.

The assertion came in an opinion and order rejecting a petition filed by Mayor George Arthur Smith of Jackson, who won a new-station grant only to have it withdrawn pending further hearing on the effect of a Tennessee law dealing with a mayor's outside activities [BROADCASTING, Feb. 2].

Offer Not Considered

The Commission also reiterated that Mr. Smith's offer to resign as mayor could not be considered.

The further hearing opened Thursday at Jackson after FCC turned down a postponement plea offered by Mr. Smith. The case involves applications of Mr. Smith, Jackson Broadcasting Co. and Hub City Broadcasting Co., all seeking 1490 kc with 250 w for a new station at Jackson.

Mr. Smith, who won the grant originally on the ground that he proposed to devote more time to his station than the other applicants planned, contended in his petitions that the Tennessee law in question was not mentioned during the hearing and that he had no opportunity to say what he would do if it were construed to preclude other business activities.

'Established Precedent'

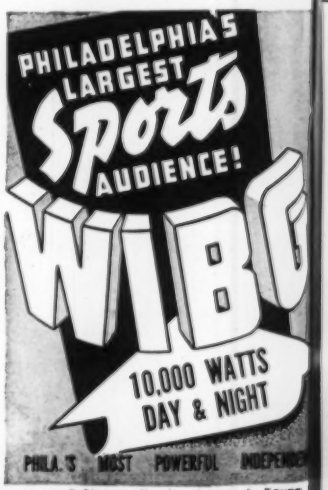
It is for the Tennessee courts, not the Commission, to interpret the law, he insisted. His petition cited two decisions in which FCC refused to interpret or apply local laws. These, Mr. Smith said, "are established precedent . . . and have not been overruled by any subsequent action."

The Commission ruled, however, that the cases he cited "are not applicable to the facts in this case." It declared that "the Commission does have authority to consider the duties imposed by Tennessee law upon the Mayor of Jackson, Tenn., in connection with its licensing functions."

FCC Viewpoint

FCC said Mr. Smith had "full opportunity to present his plans for the station, "including an opportunity to state any limitations which might be imposed upon him by law or otherwise as Mayor of Jackson." The Commission found "no merit in the contention that petitioner would be denied a full and fair hearing by not being permitted to show at this late date any intention he may have to resign from the office of Mayor. . . ."

NEW YORK U. School of Education will use transcriptions of the ABC public interest program, "Child World," as part of its course of study. Series consists of recorded, spontaneous conversations between children and Helen Parkhurst, progressive education pioneer. Similar permission to use series has been granted to U. of Southern California, Prairie View A & M College of Texas, Southern Illinois U. and Central State Teachers College, Wisconsin, according to ABC.



Represented Nationally by Adam J. Young, Jr. In New York by Joseph Lang, 31 W. 47th St.

New 50-kw Outlet On 1530 kc Okayed

Licensee of KTHT Given Grant for Harlingen, Tex.

A NEW 50-kw "fulltime" station in the Class 1-B 1530-kc channel, to be located at Harlingen, Tex., was authorized by FCC last week in a grant to Texas Star Broadcasting Co., licensee of KTHT Houston.

The Harlingen station will operate fulltime except for the three hours between local sunset at Cincinnati, where WCKY operates with 50 kw on the frequency, and Sacramento, Calif., where KFBK shares the channel with 10 kw and has a grant for 50 kw.

FCC authorities pointed out that WCKY does not begin directionalized operations at local sunset, but at sunset at KFBK. Consequently, they explained, the three hours of silence by the Harlingen station will be necessary to avoid interference before WCKY employs its DA system. They said broken schedules for fulltime stations are "not entirely unusual." The Texas operation, a class 2 station, will use directional antenna day and night.

Hofheinz Has Interest

Texas Star Broadcasting, the Harlingen grantee and KTHT licensee, is owned by Roy Hofheinz (75%) and W. N. Hooper (25%). The company also operates KOPY, FM affiliate of KTHT.

Meanwhile, the Commission reconsidered and granted without hearing the application of WIRL Peoria, Ill. for a boost in nighttime power from 1 to 5 kw, on condition that its radiation toward WHIO Dayton between the azimuth angles of 92 and 106 degrees be limited to 30 millivolts per meter inverse field at one mile. The action was taken with consent of WHIO, which late last year succeeded in getting WIRL's original 5-kw fulltime grant set aside so far as nighttime operation was concerned. The Peoria outlet is on 1290 kc.

AM's SET ASIDE

Argument Is Called In Complex Case

ANOTHER TURNABOUT in the complex and long-drawn Illinois-Wisconsin 1480-1490 kc cases was taken by FCC last week in an order setting aside its seven-month-old grants to Elgin Broadcasting Co. for Elgin Ill., and Radio Wisconsin Inc. for Madison.

The Commission called for another oral argument in the proceeding, which also includes 1490-kc applications of Village Broadcasting Co., Oak Park, Ill.; Beloit Broadcasting Co., Beloit, Wis.; Vincent G. Cofey, Elgin, and Community Broadcasting Co., Oak Park, and Edwin Mead's 1480-kc bid for Rockfort, Ill. The new argument was set for March 12.

In what some of the participants claimed is a related case, the Commission refused meanwhile to vacate its grant to Beloit Broadcasters for 1-kw daytime use of 1380 kc at Beloit [BROADCASTING, June 23, 1947]. In so doing, FCC reiterated its contention that applications are not mutually exclusive if they do not involve engineering conflicts.

Petitions Last July

The petitions on which FCC based its orders date back, in part, to last July. In vacating its decision in the 1480-1490 kc cases, FCC noted the delays and said:

While the Commission is deeply concerned regarding the delays which have already occurred in these proceedings, the Commission is convinced that the most expeditious and proper determination of the applications now before it requires the vacating of the final decisions and prompt further oral arguments . . . . followed by final decisions. . . .

Comrs. Rosel H. Hyde and Robert F. Jones dissented from the decision to set aside the 1480-kc decision, involving rival applications of Radio Wisconsin for Madison and Edwin Mead for Rockford. They concurred in the order vacating the decision on the Elgin-Oak Park-Beloit 1490-kc cases.

The decision which follows oral argument will be the fourth in the proceeding involving Elgin, Oak Park and Beloit. The Commission first proposed to grant Elgin Broadcasting's application and deny those of its rivals. Following oral argument, FCC issued a supplemental proposed decision favoring Village Broadcasting (Oak Park) and Beloit Broadcasting (Beloit) over the others. The final decision, now set aside, effectuated the first proposed decision.

Participants were told to direct their March 12 oral arguments to the supplemental proposed decision, the findings of fact and conclusions of law contained in the "final" decisions, and to the various petitions subsequently filed. In addition to the points raised in the petitions, FCC's decision to hold another argument was motivated by the "fact that only three of the four Commissioners who participated in the final decisions, less than a quorum . . ., heard oral arguments addressed to the supplemental proposed decision . . ."

The grants which were vacated were for the use of 1490 kc with 250 w fulltime at Elgin by Elgin Broadcasting, and for 1480 kc with 1 kw fulltime (directionalized) at Madison by Radio Wisconsin.

Elgin Broadcasting is a co-partnership of Jerry C. Miller, auditor for Clayton Mark & Co., Evanston, Ill., and George A. Ralston, WBBM Chicago transmitter engineer. Radio Wisconsin is headed by Morgan Murphy of Superior and owned by a group including Harry Sauthoff, former Congressman; Minnesota Tribune Co., and stockholders in Arrowhead Network stations and several Wisconsin and Minnesota newspapers. Beloit Broadcasters, whose grant the Commission refused to upset, is owned in equal shares by William P. Taylor, senior engineer of WLS Chicago, and Lloyd Burlingame and Russel G. Salter, who own one-third each in WAUX Waukesha, Wis.

'Education of The Air' For 1947 Is Published

EDUCATION OF THE AIR (17th Yearbook) Ohio State University Press, Columbus, Ohio, 531 pp.

PROCEEDINGS of the Seventeenth Institute For Education By Radio, an annual international conference devoted to the exchange of techniques and experiences in educational broadcastings, is reviewed by *Education of The Air.*

The book is published annually by the Institute For Education By Radio of Ohio State U. at Columbus. I. Keith Tyler is director of the institute. It was composed by the Ohio State University Press and edited by O. Joe Olson.

Major chapter titles of the publication are: International Aspects of Radio, Radio Policy in America; Radio in Organized Education; Program Areas of Radio; Techniques, Problems and Research, and Exhibition of Recordings.

PRIZES worth total of $22,650 will be given away on "Paul Whiteman Record Club," ABC Mon.-Fri. 3:30-4:30 p.m. in contest aimed at soliciting contributions for American Council on Rheumatic Fever. Contest will run four weeks beginning March 1.

'ELEMENTS OF RADIO' SECOND EDITION OUT

ELEMENTS OF RADIO (Second Edition), by Abraham and William Marcus. Prentice Hall Inc., New York, 751 pp. $4.00.

TERMED "The Standard Best Seller in Radio Instruction for Beginners," *Elements of Radio* by Abraham and William Marcus emerges Feb. 23 from Prentice-Hall as an expanded second edition. Claiming to have sold over a half-million copies in the past five years, the volume provides the beginner with a simplified, practical and complete home study course in the fundamentals of radiotechnology. It is held no advance knowledge of physics or mathematics is required to understand the presentation.

The second edition of the book, edited by Ralph E. Horton, has been revised and expanded to include a new section on radar and television. A chapter on modern receivers also has been added. The "spiral" form of subject organization is employed, informing the reader on the simple and concrete before taking up complex principles. In turn the simple crystal receiver first is considered, advancing through the elements of tuning, detection and reproduction to the modern superheterodyne receiver. Question and problem sections and demonstration outlines are included along with 500 diagrams and pictures.

The authors have been teaching radio for 30 years and during the war prepared technical instruction books on radio equipment for the Navy at Hazeltine Electronics Corp.

Mr. George Kern
Benton & Bowles
New York City.

Dear George:

Sure am busy as all git out, what with WCHS bringing world famous psychologist Dr. George W Crane here last week and now HINT HUNT coming here in March. We been promotin' both of 'em like mad . . . But it adds up to more listeners for us . . . an more business for our sponsors . . . So should anybody ask you how do things sound in Charleston West Virginia . . . you just tell em, in Charleston, mos' people jest naturally listens to WCHS for some of the best soundin' programs ever heard . . . course, it's an easy custom to form what with WCHS havin' 5000 watts at 580 . . . it's practically a habit with most people . . . 'an more people is getting that WCHS habit all the time.

yrs.
algy

WCHS
Charleston, W. Va.

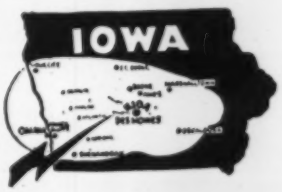
KIOA
940 KILOCYCLES
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
DES MOINES

Sell IOWA with KIOA . . .

Iowa's Largest Independent Clear Channel Station

Ask any Paul H. Raymer Company Representative or write

STATION KIOA
John Boler, President
DES MOINES 9, IOWA



CBS Video

(*Continued from page 14*)

rary arrangement. CBS has an application in for a video station of its own in Boston. When facilities for networking video programs to other parts of the country are available, CBS will expand its service, he said.

In answer to specific questions he denied rumors that CBS is planning to purchase either the Bamberger or the DuMont video facilities in Washington. "We have a temporary arrangement there and hope to work out a long range one," he stated.

Mr. Stanton confirmed BROADCASTING'S report that CBS has acquired about 3% of the stock in Madison Square Garden [CLOSED CIRCUIT, Feb. 16], adding that the network has no plans for acquiring any more at this time. "We think sports will continue to be important to television and that Madison Square Garden is a good investment," he said, laughingly admitting that to the limited extent of its interest in the Garden, CBS would profit by the sale of the video rights to the boxing matches there to NBC.

Questioned about the equipment for the new studios, Mr. Stanton said that the network "will use anybody's equipment that measures up to the standards set by our own engineers," but added that the major part of the initial equipment had been ordered from RCA.

In answer to a question about CBS contracts with its video affiliates, Mr. Stanton said that details are still being worked out but that they should be announced shortly. CBS has no immediate plans for putting its studio programs on film for shipment to stations outside the reach of present video network facilities, he said, adding that this will probably come in due time.

CBS has made no hard and fast rule about who shall control the production of commercial television programs, he said in answer to another question, but will do whatever seems best in the case of each individual show. If an agency wants to produce a program and CBS thinks the agency men capable of doing a good job "we'll let them do it."

As to color television, CBS is "still carrying on a modest amount of color research," Mr. Stanton said, but following the FCC's adverse decision to the CBS plea for "color now" last year, the network is now going "full speed ahead with black-and-white.

AND HERE'S WHY!
THERE'S MORE
"SETS IN USE"

An Average of 45% More Than National Average

•

Youngstown Ratings of Network Shows Average 100% Higher

•

A Greater Audience at Lower Cost

Ask HEADLEY-REED

WFMJ

The ABC Station For YOUNGSTOWN, OHIO

In New CBS Post

THOMAS D. CONNOLLY, CBS director of program promotion since 1940, is swapping that job for a post as assistant manager of program sales, the network announced last week. Earlier CBS had indicated that Mr. Connolly was leaving the network altogether [BROADCASTING, Feb. 16]. His transfer to the program sales department was made "as a further step in our expansion plans for the sale of CBS package shows," according to Wm. C. Gittinger, the network's vice president in charge of sales.

WBAL HEARING

No Criticism by Civic Groups

REPRESENTATIVES of eight civic organizations testified last Monday at FCC's hearing on the WBAL Baltimore renewal application and the competitive request of Public Service Radio Corp. that they had found the Hearst station's cooperation "satisfactory" to "excellent."

They said they had never been refused time by WBAL, that in certain instances they had been offered more time than they could use and that they had not criticized the station in talks with Public Service Radio representatives.

The witnesses were called by WBAL counsel in rebuttal to earlier testimony by Public Service asserting such organizations believed the station was not giving adequate public service. Most of Monday's witnesses represented groups which Public Service had stated "have indicated their interest and desire" to be members of its community advisory council.

Held in Baltimore before Presiding Comr. Rosel H. Hyde, last week's session was a closing phase of the long Commission proceeding. The hearing began last Nov. 3 as an investigation of the comparative qualifications of WBAL, seeking renewal of license, and Public Service Radio, requesting the station's clear channel assignment of 50 kw on 1090 kc. Yet to be entered in the record: Engineering testimony, to be heard Feb. 27; written interrogatory deposition of William Randolph Hearst [BROADCASTING, Feb. 16], and further testimony from two Public Service principals, Columnist Drew Pearson and Robert S. Allen, concerning their financial ability to meet new stock subscriptions.

Monday's session opened with testimony by Milson Raver, executive secretary, Maryland State Teachers Assn., who said WBAL's cooperation had "been entirely satisfactory" and that in 1946 more time was offered than could be used because of limited staff. A new program series suggested by WBAL is in preparation, Mr. Raver said.

Dr. Robert A. Riley, director, Maryland State Dept. of Health, called WBAL's cooperation "satisfactory." Asked by Public Service counsel if he would serve on the community advisory council, Dr. Riley said the question was for the board of directors to answer. The state department is first on the Public Service advisory council list.

Wise Testifies

Charles E. Wise, executive secretary, Maryland Farm Bureau Inc., also listed as an advisory council prospect, testified he was glad to cooperate with anyone to aid farm progress. He said that at his organization's annual meeting in January 1945 WBAL had surveyed radio preferences and thereafter modified certain of its farm program presentations. He described WBAL cooperation as "very good."

Dr. Willis Ford, executive secretary, Council of Churches on Christian Education in Maryland and Delaware, stated: "We found the (WBAL) staff very friendly and cooperative."

"Most cooperative" was the description which John E. Rostmeyer, executive secretary, Baltimore Safety Council, gave the Hearst station. This organization also is in Public Service's prospective advisory list. Mr. Rostmeyer said his group used the services of all local stations, finding spot announcements effective for the most part. He recalled that the National Safety Council in 1947 had presented WBAL an award for five-year consecutive presentation of *Listen Motorist* and *Stay Out of Court*, Sunday afternoon five-minute programs. These sponsored programs were listed by the FC Blue Book as part of WBAL's re placement for the NBC *Universi of Chicago Round Table*.

C. C. Capel, business manage of the Baltimore Symphony Or chestra, said WBAL's cooperati was "invaluable." Harry S. Alle Maryland Department Americ Legion commander, expressed n criticism of the station and com mented on a veterans' employme series on WBAL. The Legion is on the Public Service list. John F. Radowich, administrative assista to the Veterans Administration re gional manager, considered WBA cooperation "excellent." He ind cated that cooperation from oth stations also was very good.

Not Members

None of the witnesses said th were members of the Public Ser ice advisory council but indicate they might be if the proposed sta tion were granted and WBAL de nied renewal. Public Service coun cil stressed that all of the organ zations on the advisory council li were not formal members but i some instances were interest prospects. More than two doz organizations were named.

In cross examination by Publi Service it was brought out th most of the eight witnesses kne the Baltimore principals of Publi Service in person or by reputati whereas in but a few instance did they know any of the office of Hearst Radio Inc., WBAL licen see, except Harold C. Burke, vi president and general manager the Baltimore outlet

Upon invitation by WBA Comr. Hyde and all participants session inspected the station, ov the objection of Public Servi counsel who claimed that such tour would prejudice the case favor of WBAL and that su "evidence" could not properly entered in the record or cross-e amined or appealed. WBAL said that were true the Commiss should never view station facilit

ONE OF A KIND

Time buyers learn early that some stations sell merchandise, while others do not. WAIR is a selling station . . . made so by popular programming. WAIR sells in volume . . . at a profit.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

FMA Meeting

(*Continued from page 19*)

FM and facsimile specified that "no FM channels be assigned for facsimile in the 88-108 megacycle band unless the facsimile is used in conjunction with FM broadcasting."

An all-out attack on the "bugaboos" that FM is line-of-sight radio and that connecting wire lines are needed before it can cover large areas was launched by C. M. Jansky Jr., FMA engineering counsel.

"Most advertisers still believe these bugaboos," he declared. "We must bring these people to realize the full implications of how superior FM is to AM."

William E. Ware, vice president of FMA and manager of KFMX Council Bluffs, Iowa, discussed his campaign of indoctrinating high school students in FM. He showed the delegates a motion picture used in the procedure.

"We find that high school students, being very receptive to something new and modern, are our best salesmen," he said.

Interference Problem

Mr. Ware also observed that rural groups "who get a lot of static with AM sets because of rural electrification" are turning to FM in large numbers.

He urged delegates to stress the fact that "TV and FM are not competitive but complement each other."

David S. Ballou, vice president of FM Reps Inc., N. Y., said that a survey of broadcast advertising by his firm indicated only 300 out of 11,000 national and regional accounts as "consistent or even frequent users of radio."

"There are many reasons for the neglect of broadcast advertising as known in past years," he declared. "Generally they are: Lack of time desirable to the advertiser, bad taste in commercials, and over-commercialism . . . Listeners [also] have been definitely educated down to a misunderstanding of the beauties of full-range music . . . Because the musical interpretation of the conductor has been overruled by a studio engineer whose job is to keep the AM carrier modulated as close to 100% as is required by federal regulation. With FM, that bad practice is finished."

Scoring "commercialism," Mr. Ballou stated, "Today FM is in the enviable position of being able to look back . . . and see the mistakes made in ordinary broadcasting from its inception. We can, for example, avoid commercializing religion if we wish. It is an acknowledged fact in ordinary broadcasting that commercial religion as it is today is a controversial subject, and that its stinging backlash can be deadly to a program and an advertising structure."

Transition from manufacture of AM to FM and combination models has taken place and manufacture of AM receivers alone "is on the wane," he asserted.

"It is apparent in all advertising," he said. "Soon manufacturers will entirely divorce the FM from the AM in their advertising and in their production."

AMONG DISTINGUISHED guests at speakers' table at banquet marking opening of Rochester Radio City (WHAM and WHFM) Friday, Feb. 13 [BROADCASTING, Feb. 16], were (l to r): William S. Hedges, NBC vice president; Wesley M. Angle, board chairman of Stromberg-Carlson Co.; Dr. Howard Hanson, director of Eastman School of Music and the principal speaker; Congressman Kenneth B. Keating (R-N.Y.), who spoke over NBC at 10:45 p.m. following the banquet, and William Fay, vice president of Stromberg-Carlson and general manager of WHAM-WHFM.

LEE McCANNE, Stromberg-Carlson vice president and general manager, and Easton C. Woolley, NBC stations relations chief, exchange pleasantries.

CAMERAMAN caught Dr. Ray H. Manson (l), Stromberg-Carlson president, and John F. Royal, NBC vice president, engrossed in conversation at the festivities.

TV Station Consultant Service Offered by TAP

TELEVISION Advertising Productions last week announced it was offering to new TV stations a consultant service. Announcement said the firm would set up program departments or train camera crews.

Incorporated last March, TAP aided the St. Louis *Post-Dispatch* last summer in setting up its video station, KSD-TV, by training its entire personnel. Firm also has been furnishing live productions and film commercials for programs on that station.

Goodwill

(*Continued from page 18*)

regular audience but be flexible when community service called for extra time.

Out of the conference came selection of a 6:30 p.m. 15-minute program titled *Time Out for Sports*, which had an 11-year record. Portsmouth Steel signed for six months with option to renew. Since the first broadcast last Dec. 1, the company reports, it has been swamped with requests for use of the quarter-hour series, which frequently is extended to a half-hour when community service justifies.

Projects include choirs, bands, Boy Scouts, schools and other types of community institutions. Allocation of time is handled by Frank Rowe, company industrial relations director.

RADIO MAN IS ELECTED BY JOURNALISM UNIT

THE DISTRICT chapter of Sigma Delta Chi, national professional journalistic fraternity, has named a radio man, Theodore Koop, Washington news chief of CBS as its president.

Mr. Koop was selected at the annual election at the National Press Club Feb. 18. He succeeds Luther Houston of the *New York Times'* Washington Bureau, who was elected national president at the society's recent Washington convention.

The Texas Rangers transcriptions of western songs have what it takes! They build audiences...They build sales... The price is right — scaled to the size of the market and station, big or little, Standard or FM. And The Texas Rangers transcriptions have quality, plus a programming versatility that no others have.

WIRE OR WRITE FOR COMPLETE DETAILS.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS — NOW!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

Libel Clarity

(*Continued from page 13*)

ING, Feb. 16]. NAB expects to need about 14 hours for testimony by its witnesses, who include a number of broadcasters as well as staff members.

The lapse between the opening and subsequent sessions was attributed to the press of other problems facing the Commission, particularly the clear-channel case and its associated daytime-sky-wave proceeding. FCC hopes to decide these cases not later than early April. U. S. recommendations for changes in the North American Regional Broadcasting Agreement (NARBA), dependent upon the solution of the clear-channel question, must then be prepared by May 1.

The question of the proposed reallocation of Television Channel No. 1 (44-50 mc) poses another problem which FCC hopes to decide within the next few weeks.

With the imminence of national elections, Washington radio attorneys have been besieged by clients' queries on legal implications of FCC's Port Huron decision. The Commission's views — that broadcasters may not censor political broadcasts for libel but will not be held responsible in case of suits for defamation — have led several attorneys to advise stations to seek libel insurance or similar protection before carrying any political broadcasts [BROADCASTING, Feb. 9].

NAB's petition for a general hearing on the question told FCC that the Port Huron decision already had caused "consternation and confusion." It foresaw "extremely serious" effects on the public, political candidates, and stations if it is allowed to stand.

NAB contends the Commission's Port Huron policy would interpret Section 315 of the Communications Act "as circumscribing the operation of state law with respect to defamation by radio."

Because the "delicate adjustment between federal and state authority is one which can be finally made only by the Supreme Court of the U. S.," NAB argued, "it should not be made by the Commission in this manner, which precludes rescourse to the courts. Rather, it should be made after a full hearing in which your petitioner and all interested persons can participate, and which will be subject to judicial review."

This adjustment could come only piecemeal as state courts construe laws on libel and slander, according to NAB, "and as the Supreme Court gradually spells out the proper scope of Section 315."

In the meantime, however, stations are caught in a jam, says NAB. First, they would be subject to loss of licenses if they refused to allow broadcast of defamatory and other illegal matter. At the same time, "they would be subject to criminal and civil liability under state law if they did permit the broadcast" of such matter, according to the petition.

Refusal to make facilities available for political broadcasts offers no escape, NAB contends, "since the Commission takes the view that, notwithstanding that Section 315 imposes no obligation on broadcast licensees to make time available for political broadcasts, their refusal to do so is inconsistent with their obligation to serve the public interest." The petition cites FCC's decision in the Homer P. Rainey case, handed down Jan. 16, 1947, in which the Commission spanked member stations of Texas Quality Network for failure to provide desired time to a candidate and outlined FCC views on the importance of carrying political broadcasts.

Furthermore, the WHLS proposed decision would require stations to make "a radical departure from what has heretofore been standard, and considered acceptable, operating procedure under the provisions of Section 315."

Referring to the impact of the proposed Port Huron decision on the public as well as candidates, office holders and broadcasters themselves, NAB asked that WHLS be given a regular license renewal regardless of the determination of the issues, with a simple order being issued to that effect.

NAB then asks that its petition be accepted for filing in the case and that a separate general hearing be held in which all interested persons could be heard. Signing the petition for NAB are Don Petty, general counsel, and Bryce Rea Jr. and Ivar H. Peterson, attorneys.

Wrong Word

MR. HOOPER, we're sorry. Feb. 9 our report on your plan for issuing U. S. Hooperatings, projectable to the entire count of the country's radio homes, misquoted you as defining a home in which someone is listening to the radio as a "radio home." We should have said "listening home." A "radio home," of course, is a home equipped with one or more radio receiving sets by which persons in the home can receive programs broadcast by AM, FM and/or video transmitters.

Open Mike

(*Continued from page 36*)

of the world, and needs it quickly. I for one am sure that short waves are the wrong technical solution. We must (1) use the frequencies where most receivers are tuned, and (2) lay down enough signal strength where the listeners are.

The broadcast industry has the know-how (engineering and otherwise) for creation of a mass audience. As long as the United States is financing a Marshall Plan, the government has sufficient authority abroad to execute a proper radio plan.

Victor J. Andrew
Andrew Co.
Chicago

WOOD BATTLE

A HEARING on the rival $850,000 bids for acquisition of WOOD Grand Rapids (1300 kc, 5 kw, NBC) was called by FCC last week and set for March 22.

The fight for the station, now being held in trust by ABC for the ultimate purchaser, is between Liberty Broadcasting Co., principally owned by Roy C. Kelley and Ray M. Veenstra, and Grandwood Broadcasting Co., owned by Harry M. Bitner, Indianapolis broadcaster, and his family and associates.

ABC acquired WOOD along with WXYZ Detroit from King-Trendle Broadcasting Corp. for a total of $3,650,000 [BROADCASTING, July 22, 1946]. But FCC stipulated that the network hold WOOD and its subsequent net profits in trust for the ultimate owner.

Liberty Broadcasting's purchase of the station was approved by FCC a few months later but the transaction was never consummated and Grandwood Broadcasting subsequently acquired the outlet, subject to Commission approval. Liberty then filed a bid under the Avco advertising procedure, offering to match Grandwood's $850,000 proposal.

Meanwhile, the station as of Dec. 31 had accumulated $143,000 in profits which ABC will turn over to the successful purchaser along with subsequent profits [BROADCASTING, Feb. 16].

Messrs. Kelley and Veenstra have about 51% of Liberty Broadcasting. With 13 other Grand Rapids business and professional people, and Paul H. Raymer Co., station representative firm of New York, they have subscribed a total $300,000 for preferred stock. Liberty also has negotiated a loan from Modern Woodmen of America, Rock Island, Ill., to be applied toward the purchase price in event their application is approved.

Grandwood Broadcasting stock is held (50%) by WFBM Inc., largely owned by Mr. Bitner and members of his family; and by Ralph S. Euler (30%), executive vice president of Mellon National Bank & Trust Co., Pittsburgh; his wife, Bertha G. Euler (8%), and Frank R. Denton (12%), vice chairman of the board and chief executive officer of Mellon Bank. WFBM Inc. is licensee of WFBM Indianapolis and WEOA Evanston, Ill.

Hearing on Rival Bids Is Called by FCC

Television Edition

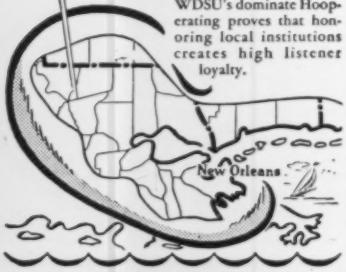
HERALDING 1948 as "Television Year," *The Detroit News* on Feb. 11 published a special 22-page video edition tracing the history of and reciting the potentialities of television in general and its own enterprise, WWJ-TV, in particular. The edition, which devoted 20 of its pages to television matter, carried 36 photographs of WWJ-TV facilities, personnel and program screening and national television programs, events and personalities. Television interests claimed about 65% of the space for display advertising.

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.



NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts
JOHN BLAIR AND COMPANY
Representative

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism

These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

12 ASK TV

TWELVE new applications for commercial television stations—representing total initial plant investment of $2,300,000—were accepted for filing last week by FCC. All but one of the applicants presently is identified with broadcast operations of one type or another.

Philco Corp., owner of television station WPTZ Philadelphia and applicant at Allentown, Pa., is half-owner of newly formed Atlantic City Television Co., one of three new applicants for Channel 8 (180-186 mc) at Atlantic City, sole facility there. Philco radio relay link would tie proposed station with WPTZ. Other new applicants: Mid Atlantic Broadcasting Co., licensee WMID (AM) there, and Atlantic City World Inc., publisher *Daily World*. Earlier fourth application filed by Neptune Broadcasting Co., WFPG (AM) owner.

VIDEO PARADE
On air: 19
Licensed: 7.
CPs: 81.
Pending: 126

Zenith Radio Corp., proponent of subscription-type wired "phonevision" telecasting, filed for new commercial video station on Channel 2 (54-60 mc) at Chicago. Zenith gave up its commercial TV outlet WTZR Chicago in January 1947 because it did not consider it "practical" to continue at that time. New request amounts to reinstatement of that station.

Star-Times Publishing Co., publisher of the St. Louis *Star-Times* and licensee KXOK and KXOK-FM that city, and Thomas Patrick Inc. operator of KWK and KWK-FM St. Louis, have filed for Channel 4 (66-72 mc) and Channel 9 (186-192 mc) respectively.

Radio Projects Inc., which has application pending for purchase of WSYR Syracuse, seeks Channel 5 (76-82 mc) in that city. Whether transfer were granted or not applicant would proceed with TV.

Richmond Radio Corp., licensee WRNL and WRNL-FM Richmond, Va., and identified in ownership with the *News-Leader* and *Times-Dispatch*, requests Channel 3 (60-66 mc) there. The AM, FM and TV trio would be housed together in new half-million dollar radio center under way. WRNL-FM is now being constructed. Large ground floor theatre studio is included in plans along with a second studio two stories high.

Shamrock Broadcasting Co., which seeks FCC consent for purchase of KXYZ and KXYZ-FM Houston, Tex., seeks Channel 7 (174-180 mc) in that city. Station would be in $12,000,000 Shamrock Hotel under construction there by same interests. Firm would continue video alone if transfer not approved.

WHEC Inc., licensee WHEC (AM) Rochester, N. Y., has filed for Channel 2, WIBC Indianapolis, owner, Indiana Broadcasting Corp., requests Channel 12 (204-210 mc) while WGR Broadcasting Corp., licensee WGR Buffalo, requests Channel 9.

FCC last week also granted petition of Yankee Network Inc. to dismiss without prejudice its television application for Hartford, Conn. Yankee reasoned that it felt public interest would be served better in applying instead at Bridgeport, Conn. The regional AM network operator stated it proposed to file for Channel 10 (192-198 mc) at Bridgeport and assumed the request would be consolidated in hearing with the other pending Hartford applications.

Last week's applicants and facilities requested:

Atlantic City—Atlantic City Television Co., Channel 8 (180-186 mc), power 1.0 kw visual and aural. Total cost $185,500, monthly operating cost $11,000, revenue unknown. Radio relay link to WPTZ Philadelphia, included in total cost, to be $36,000. Programming: 6% commercial; 129 hours on air per month, with 25.8 hours studio, 64.5 field and 38.7 film. Applicant is owned 50% each by Philco Corp. and Claridge Hotel Inc. Philco to furnish technical cooperation, Claridge Hotel to provide roof and building space.

Officers of applicant: John McShain, Claridge president, president; E. B. Loveman, vice president and general manager Philco Television Broadcasting Corp., WPTZ licensee, vice president; Anthony P. Miller, Claridge vice president, treasurer; Charles F. Steinruck Jr., Philco secretary, secretary; John F. O'Neill, Claridge treasurer, director; Matthew H. McCloskey Jr., Claridge director, director; Philip Dechert, Philco assistant secretary, director; David B. Smith, Philco vice president in charge of engineering, director. No stock in applicant has been issued. Subscription agreement effective for two years.

Atlantic City—Mid Atlantic Broadcasting Co. (WMID), Channel 8 (180-186 mc), power 1.0 kw visual, 0.5 kw aural. Total cost $74,612.75, monthly operating cost $2,000, revenue unknown. Programming: 70% commercial; 28 hours per week air time.

Atlantic City—Atlantic City World Inc., Channel 8 (180-186 mc), power 1.0 kw visual, 0.5 kw aural. Total cost $132,405, first year operating cost $60,000, revenue unknown. Applicant publishes The Atlantic City Daily World.

Buffalo—WGR Broadcasting Corp. (WGR), Channel 9 (186-192 mc), power 30.4 kw visual, 15.2 kw aural. Total cost $251,000, first year operating cost $125,000, revenue unknown. Expects to link with CBS coaxial cable TV network by early 1949. Programming: 50-65% commercial.

Chicago—Zenith Radio Corp., Channel 2 (54-60 mc), power 15 kw visual, 7.5 kw aural. To be same as earlier WTZR dropped by Zenith in Jan. 1947. To use most equipment now employed by experimental video outlet W9XZV Chicago. Zenith has operated video stations since 1938. New costs above present investment $33,000, monthly operating cost and revenue unknown. Zenith hopes to make TV portray everyday life and plans to use more high-grade film than others to date. Reputation of its FM outlet WEFM Chicago cited regarding no advertising, fine music.

Houston, Tex.—Shamrock Broadcasting Co., Channel 7 (174-180 mc), power 30.4 kw visual, 15.2 kw aural. Total cost $231,670, first year operating cost $90,000, revenue $25,000. Programming: 70% commercial. Shamrock principal and president in Glenn H. McCarthy, oil producer. KXYZ purchase entails about $875,000.

Indianapolis — Indiana Broadcasting Corp. (WIBC), Channel 12 (204-210 mc), power 27.8 kw visual, 13.9 kw aural. Total cost $218,170, monthly operating cost $10,000, revenue unknown. Programming: total monthly air time 126 hours, 35 hours field, 35 studio and 56 film.

Richmond, Va. — Richmond Radio Corp. (WRNL), Channel 3 (60-66 mc), power 16.9 kw visual, 8.48 kw aural. Total cost $250,000, first year operating cost $75,000, revenue $25,000. Programming: 65% commercial; 28 hours air time per week, 60% film, 10% studio, 10% network, 20% field.

Rochester, N. Y.—WHEC Inc. (WHEC), Channel 2 (54-60 mc), power 22.4 kw visual, 11.2 kw aural. Total cost $243,665, first year operating cost $48,000, revenue $50,000. Programming: 70% commercial; to draw on vast Eastman Kodak Co. educational film library.

St. Louis—Thomas Patrick Inc. (KWK), Channel 9 (186-192 mc), power 29.6 kw visual, 15.6 kw aural. Total cost $253,200, first year operating cost $180,000, revenue $100,000.

St. Louis—Star-Times Publishing Co. (KXOK), Channel 4 (66-72 mc), power 14.22 kw visual, 7.11 kw aural. Programming: 50% commercial; 121 hours 20 minutes air time per month, 45:30 field, 15:35 studio, and 60:15 film.

Syracuse, N. Y.—Radio Projects Inc., Channel 5 (76-82 mc), power 25.6 kw visual, 12.8 kw aural. Total cost $218,520, first year operating cost $85,000, revenue unknown. Programming: 120 hours per month air time, 25 field, 15 studio, 80 film. Applicant, permittee of WRPA (FM) Syracuse, has purchased WSYR that city for $1,200,000, subject to FCC approval.

Philco Corp. Is Principal In One Application

BLACKBURN-HAMILTON OPENS DALLAS OFFICE

Mr. Jackson

Mr. Wilson

AN OFFICE of Blackburn-Hamilton Co., the firm's third branch, has been opened in Dallas, with Clarence E. Wilson and Phil Jackson, both widely known throughout the Southwest, as resident managers.

The co-managers, both natives of Oklahoma, have been associated in business almost constantly since their graduation from Cumberland U. They will act as brokers in the purchase and sale of stations, handling transactions within a 400-mile radius of Dallas. Until recently when they sold their interest to J. Stanley O'Neil, Mr. Wilson and Mr. Jackson were owners and operators of KTMC McAlester, Okla.

Location of the Dallas office is the Mercantile Bank Bldg. Other offices are located at 1011 New Hampshire Ave., Washington, D. C., and 235 Montgomery St., San Francisco.

BILL PROPOSES RADIO AS RAIL SAFETY AID

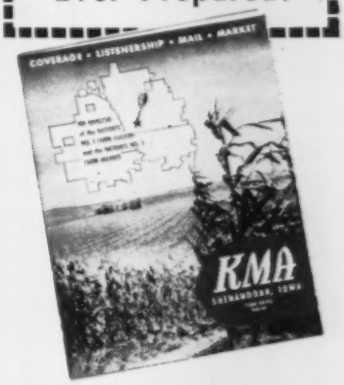
LEGISLATION granting the Interstate Commerce Commission authority to require railroads to install radio and telephone communication systems to "promote safety of employes and travelers" was introduced last week by Sen. Edwin C. Johnson (D-Col.), a member of the Senate Interstate Commerce Committee.

Sen. Johnson's bill, S-2162, is similar to one introduced in the House last year by Rep. Charles A. Wolverton (R-N.J.), chairman of the House Interstate Commerce Committee. Under terms of the bill, the ICC is authorized to investigate the matter and then order installation of any system it deems necessary in the public interest.

If a system is ordered which requires a radio wave band, station permit, or license, the bill states that "it shall be the duty of the FCC to grant the necessary wave band, station permit or license to enable such carrier to comply with said order."

Penalty for violation would be $100 plus $100 for each and every day it continues.

The Most Complete Rural Radio Study Ever Prepared!



Ask For FREE Copy!

There has never been a rural radio study like this one. Has complete BMB Reports; Telephone Coincidental Studies; and an unprecedented study of audience commercial mail. Will be invaluable to you in planning rural coverage in 1948. Write for your copy or see Avery-Knodel, Inc., our national representatives.

KMA
SHENANDOAH, IA. 5000 WATTS • 960 KC ★ ABC NETWORK

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

TRIBUTE by NAB executive staff was paid Frank E. Pellegrin (second from l.), director of Broadcast Advertising, who leaves March 1 to manage new KSTL, daytime local in St. Louis. Thirty persons attended testimonial dinner held Feb. 16 at Hotel 2400, Washington. Watching presentation of bronze desk set by President Justin Miller were: Hugh M. P. Higgins (standing behind Mr. Pellegrin) and, l to r, A. D. Willard Jr., C. E. Arney Jr. and J. Allen Brown.

Dillard

(*Continued from page 19*)

with the population served, he said, claiming no FM station has a rate which is not a fair value. Choice listening time is available now, he reminded.

Programming on FM stations is becoming diversified as competition for the audience increases, said Mr. Dillard. He predicted much local political time will be sold. At present rates advertisers can afford to buy programs instead of spots, he said, adding that the time signal field is still wide op

Duplication of programs will i crease traffic on the FM dial, predicted. "What is happening that already you are paying h for AM and something for FM he said. "This is the theory of t networks in seeking duplication the basis upon which the deal w made with Mr. Petrillo. It will n take as long as most people thi for the FM portion of the ra to equal the AM portion as t number of sets increases. This due to the fact that the FM stat will cover a wider area at nig during peak audience hours."

Mr. Dillard traced growth Continental Network and regio FM hookups, describing the 30-d 15,000-cycle transmission test n under way [BROADCASTING, Fe 16]. FM networks can be econom cally operated, offering wide ge graphical coverage at low cost the advertiser, he concluded.

NEWS CLINICS

Apathetic Handling Deplored

CARELESS handling of newscasts by the "rash of new stations" now taking the air may lower public confidence in the entire radio news structure, the NAB North-South Carolina News Clinic was told Wednesday at the last of a series of three clinics held during the week.

Speaking as managing director of a new FM station, Ray A. Furr, of WIST Charlotte, told a meeting held in the Hotel Charlotte that the "good reputation of radio news" may be leveled down to the standards of a disc jockey who measures his ability by the number of seconds it takes him to read a newscast. He said good news broadcasting also is good station promotion, and called for perspective and quality in newscasts.

F. O. Carver Jr., news director of WSJS Winston-Salem, explained how the station is building up a staff of news correspondents from country weeklies with total cost running about $100 a month. William Poge, news editor of WKNS Kinston, N. C., said the daytime regional derives 25% of its income from newscasts and news features.

Chairman of the Carolina clinic was Harold Essex, general manager of WSJS, with Jack Knell, WBT Charlotte, in charge of local arrangements. Over 60 station executives attended.

The three clinics were under the general direction of Arthur C. Stringer, NAB Director of Special Services, who led discussion at each session.

Forty-four broadcasters from Virginia and the District of Columbia took part in the Tuesday clinic held at the John Marshall Hotel, Richmond, Va. E. S. Whitlock, general manager of WRNL Richmond, was general clinic chairman with James D. Clark, WRVA Richmond, chairman of local arrangements.

Daffron Talk

Polly Daffron, WRNL, told the clinic broadcasters must change their tactics if they are to hold attention of women. "Sugar-coat the heavy stuff," she advised, and "personalize news as though you were speaking to one little woman." She advised use of fewer items, handled at some length.

Emileigh Maxwell, WTAR Norfolk, told how she overcame decision of the city council not to permit a wire recorder at a council tax session. Her method was to take up the matter with listeners. One broadcast was enough to bring a reversal of the decision. A news morgue at WTAR has proved helpful, she said.

Fred Hoffman, news chief of WWDC and WWDC-FM Washington, said the newsroom is operated like a newspaper's city room. "By spotting pending stories, and by watching for developments on running stories, we have on many occasions beaten the newspapers by hours," he said. "We can beat them on the top-running and fast-breaking stories."

Other speakers at the Richmond clinic were James Walsh, WSLS Roanoke; Randolph Bean, WCHV Charlottesville; Eric F. Lund, WLVA Lynchburg; Barron Howard, WRVA Richmond; Wendell H. Siler, WDBJ Roanoke; Frank E. Koehler, WROV Roanoke; Irvin G. Abeloff, WLEE Richmond; Jack Weldon, WWOD Lynchburg.

Advantages Cited

Mr. Lund pointed to the advantage of selling to prestige accounts, both from the standpoint of the station and the sponsor. He said WLVA has one department store client who has sponsored two quarter-hour news programs daily for a decade.

Departments in the West Virginia state government were asked to stop discriminating against radio in release of news under a resolution adopted Monday by the Charleston clinic. Arbitrary release dates prevent broadcasters from fulfilling their public-interest obligations, it was stated.

General clinic chairman was Bert Sonis of WCHS, with Mr. Stringer taking part in discussions. Mr. Sonis named a committee to ask aid of the West Virginia Broadcasters Assn. in meeting the discrimination problem.

Reading papers at the clinic were: John S. Philips, WGKV Charleston, "Selecting Sponsors for Radio News Programs"; Mort Cohn, WCHS Charleston; Robert Provence, WKNA Charleston, "Placement of Local News"; Paul Myers, WWVA Wheeling, "Use of Regional and Local Correspondents"; Dick Boyd, Associated Press, "How to Get the Most Out of Your News Service"; E. J. Hodel, WCFC (FM) Beckley, "Operating an Exclusive FM News Department."

Mr. Philips suggested prestige clients were best for news since they tended to use long-term contracts.

18,672 Video Sets Are in Philadelphia

18,672 TELEVISION sets were sold in the Philadelphia area up to Dec. 31, 1947, according to the first survey of the Electrical Ass of Philadelphia.

John A. Morrison, managing director, revealed that total retail value of the 18,672 sets is $8,298,105 and the average retail price is $445, not including installation costs. There were, according to mailing lists maintained by WPTZ Philadelphia, Philco station, about 800 set owners in November, 1946 indicating that in a 13-month period, the number of set owners increased more than 23 times.

The number of area sets in the last seven months of the year more than quadrupled, a comparison with a BROADCASTING survey made last May shows.

WTAR

WTAR-NORFOLK sets your sales and profits a-zooming . . . because:

NORFOLK MARKET has the greatest metropolitan area population gain in the nation, 1947 over 1940 . . . 43% MORE customers, 61% MORE new households to supply, says Bureau of Census. And . . . WTAR keeps right on delivering the BIG share of this healthy market.

NBC AFFILIATE
5,000 Watts, Day & Night
Operator WTAR-FM
97.3 Megacycles

norfolk

Nat'l. Rep.: Edw. Petry & Co.

CHRONOGRAPHS

WRIST WATCH
STOP WATCH
TELEMETER
TACHOMETER

17 JEWEL 2 PUSH BUTTON

INCABLOC SHOCK RESISTANT FEATURE
• Sweep Second Hand • Radium Dial • Anti-Magnetic • Unbreakable Crystal. (formerly $71.50)
IDEAL FOR
• Physicians • Engineers • Radio Men • Sportsmen • Photographers • Aviators

$29.75 plus tax

GUARANTEED MONEY BACK
If not satisfied for any reason

Also available in 18-k Gold Case $64.50 (plus 10% tax; formerly $12)

ADLEW JEWELERS
OPEN TILL 10 P.M.
117 West 42nd Street, New York 18
(Between Broadway & 6th Ave.)
MAIL ORDERS PROMPTLY FILLED
Shipped C.O.D. or send check or money order
Address mail-orders to: ADLEW JEWELERS (Dept. R), 152 West 42nd St., NYC 18

2% Discount

(Continued from page 13)

1947 and found that 96 individual media, including many large publications and radio stations, had adopted the discount as a financial safeguard in that period, Mr. Gamble added, but there were "no large media" among those.

He likened the 2% cash discount to "a flashing red danger signal at a railroad crossing," that protects those alert enough to take advantage of its benefits.

J. C. Cornelius, 4-A's board chairman and BBDO's executive vice president for the West, declared that "media deserve the commendation of advertisers and agencies for their firm support of the financial safeguard." He said that broadcasters have not experienced as many "business cycles" as longer-established media, and expressed the belief that others would mount the discount bandwagon as business failures increase, or if payments "tighten up."

Currently, Mr. Cornelius said, only 43% of U. S. broadcasters set a definite due date in their rate cards. The remaining 57% fix no due date at all or insert some such phrase as "bills payable when rendered," he said.

At last week's meeting, the first this year and the last one for the present directors, the 4-A board passed a resolution urging that one year's rate protection "continue to be maintained wherever possible." (ABC, NBC, and CBS have reduced rate protection to six months.)

The board held that less than a year's rate protection "tends to discourage the planning of campaigns on an annual basis, since it causes many advertisers to set up reserves for possible rate increases, which often are not used and as a result the advertiser does not get the benefits of unused appropriation and broadcasters lose in revenue." The resolution urged that broadcasters who have reduced rate protection to less than a year restore it as soon as possible "as an aid in developing the medium."

Despite concern over credit positions "in some other lines of business," the board expressed confidence in the general financial stability of national advertising ". . . largely due to the payment stimulus and credit safeguard provided by the customary 2% cash discount."

Mr. Gamble also disclosed that television as an advertising medium will have a prominent spot on the agenda at the 4-A's 1948 annual meeting to be held April 7, 8 and 9 at The Cavalier, Virginia Beach, Va. Arrangements for the meeting are being made by the operations committee of the association of which J. C. Cornelius, BBDO, Minneapolis, is chairman, and Thomas D. A. Brophy, Kenyon & Eckhardt, vice chairman. Other members are Mr. Gamble; Clarence B. Goshorn, Benton & Bowles, New York; Fairfax M. Cone, Foote, Cone & Belding, Chicago; James H. S. Ellis, Kudner Agency Inc., New York, and Henry M. Stevens, J. Walter Thompson, New York.

Current 4-A membership has reached a new high of 211 agencies as of Feb. 16, Mr. Gamble disclosed. This does not include 22 active and 32 inactive applicants.

TV AND SPORTS

Attendance Boosted In Cincinnati

TELEVISION helps rather than hurts sports attendance in Cincinnati. Acknowledgement of that fact was made last week by the manager of WKRC to the manager of rival station WLW, whose television affiliate WLWT, covered the WKRC - sponsored Golden Gloves tourney in Cincinnati.

WKRC started sponsorship of the Golden Gloves last year and lost money. This year it made a profit, and attributes the attendance gain to the effectiveness of television.

Of the three bouts, the first on Jan. 26 was telecast sustaining, and the other two were carried under commercial aegis of the Wiedemann Brewing Co.

Text of letters between Hulbert Taft Jr., WKRC, and James D. Shouse, Crosley Broadcasting Corp., WLW licensee, follow:

"Dear Jim:

"We want to thank you for WLW's splendid cooperation in televising WKRC's Golden Gloves, which far exceeded in both attendance and revenue our last year's initial venture in sponsoring American's Blue-Ribbon boxing tourney in Cincinnati.

"We especially appreciated the cooperation of Bob Dunville, who handled the business details with Charlton Wallace, our Golden Gloves head, and of Red Thornburgh, who did an outstanding broadcasting job on your television of our Golden Gloves.

"In our opinion one national controversy was settled and national precedent was established as a result of WLW televising WKRC's Golden Gloves.

"As you know, a national controversy is raging as to whether television hurts attendance at sports events.

"That controversy should be considered settled by the fact that more than twice as many people attended this year's televised Golden Gloves [in Cincinnati] as attended last year's non-televised Golden Gloves. Here are the figures: In 1947—3,467 people attended; in 1948—7,283 people attended.

"Last year, we lost money on Golden Gloves. This year, we made up last year's deficit with plenty left over for our other non-profit juvenile sports activities such as junior olympics.

"Those figures present definite proof that television helps rather than hurts attendance at boxing contests specifically, and at sports events generally.

"We also believe that a national precedent was established in the competitive field of radio when one station allowed another station to televise its promotion.

"That too was done on a most friendly basis, and we were very happy to have WLW televise WKRC's Golden Gloves. We sincerely believe that it was to our mutual benefit from both financial and promotional standpoints. It was your first commercial television show and our first commercially successful Golden Gloves. We hope that you are as heartily satisfied as we are.

"Cordially,
"Hulbert Taft Jr.
"Managing Director, WKRC."

"Dear Hub:

"I think the contents of your very nice letter of Feb. 10 are extremely important. As far as I know, here is perhaps the only absolutely clear-cut case of what actually does happen to attendance at an outstanding series of sporting events both before and after television.

"I do hope that we may have your permission to release this story as I think that a definite service can be performed in the interest of the future of television in which I understand, you, too, shortly are to be engaged.

"Here, too, I think is an outstanding example of where a sensible and complete cooperation between two stations enabled a better service to be provided to the public. I followed both Golden Glove shows very closely, and I certainly want to congratulate your staff, and, particularly Charlton Wallace, for the excellent manner in which the entire promotion was handled.

"Unquestionably, television is going to bring to broadcasters an entirely new set of problems and while, of course, we all want to retain as much of our station individuality as is proper, it will probably follow, however, that we will find it to our mutual interest as well as to the interest of the public, that some reasonable bases for cooperation in other matters may be examined from time to time.

"I think you were extremely gracious to allow us to pick up the show over WLWT, and I am additionally delighted that the 1948 Golden Gloves was so eminently successful from every standpoint. Kindest personal regards.

"Very Sincerely,
"J. D. Shouse, president,
"Crosley Broadcasting Corp."

Coast Radio News Club Protests Gag

State Senate Unit Told Recorder Ban Smacks of Censorship

PROTEST against exclusion of tape and wire recorders from current California State Senate Un-American Activities Committee hearings has been registered by the Radio News Club, Los Angeles.

Formal letter of protest signed by Clete Roberts, group president, states, "We know that you feel the work in which you are engaged is deserving of the attention of every patriotic American. We do not see what could be the committee's purpose in preventing such a first-hand account from reaching the public through the medium of radio."

Pointing to the precedent of similar access in the case of U. S. Senate and Congressional hearings, letter asserts "one of the tools . . . of our profession is the recorder." "It has been reported as your reasoning," the protest continues, "that the selective use of recorded material for any radio report might be presented in such way as to show the committee in an unfavorable light, and further that you might be more favorably disposed should one of the members of the committee be permitted to pass on what recorded material is used."

Approval for ITU Regulations Asked

RADIO REGULATIONS adopted by delegates to the International Telecommunication Conference and International Radio Conference in Atlantic City last fall were submitted to the Senate last week by President Truman for ratification by that body.

Approval of the Senate is not expected to be formally sought until the mammoth task of printing copies of the volumes is completed. Due to the size of the volumes it was reported that this would take "some time."

The President's message and an accompanying report by Secretary of State George C. Marshall, with copies of the treaties, were referred to the Senate Foreign Relations Committee. The documents were (1) international telecommunication convention, with annexes; (2) final protocol to the convention; (3) radio regulations annexed to the convention, with appendixes.

The report by Secretary Marshall said "the convention and radio regulations . . . constitute a notable improvement over the existing convention and regulations which have for their purpose the international allocation of radio channels, the regulation of the use of those channels, and the bringing into effect of many other provisions governing the international regulation of telecommunication, particularly of radio."

Charles R. Denny, then FCC chairman and now vice president and general counsel of NBC, was chairman of the Atlantic City conferences, which were in progress from May 15 to Oct. 2.

WCCO WRITERS Ralph Backlund (second from l) and Ralph Andrist (second from r) receive the congratulations of Merle S. Jones (r), manager of the Minneapolis station, and Program Director Gene Wilkey for their *Neither Free Nor Equal* scripts on racial discrimination which won honorable mention in the 1947 Heywood Broun Award Contest.

At Deadline ...

WEST COAST APPLICANT SEEKS THREE TV OUTLETS

AIMING at ultimate West Coast television network, Video Broadcasting Co., Los Angeles partnership, applying to FCC for television stations at Portland, San Jose and San Diego. Acquisitions of two other outlets planned to bring total to maximum allowed by FCC.

St. Louis Globe-Democrat Friday applied for Channel 13 (210-216 mc) 31.5 kw visual, 15.75 kw aural. Request is fourth for four available channels. Total cost $253,000; monthly operating cost $15,000, revenue unknown.

Capital available for Video Broadcasting project reported at $1,200,000. Three stations' installation costs expected to total $790,000. Estimated average yearly expense of each: $161,196, of which about $60,000 would go into programs. Portland and San Diego applications are for Channel 3 (60-66 mc); San Jose, Channel 13 (210-216 mc). San Diego already has five applications pending for three available channels. No applications pending for Portland, which has four channels, or San Jose, which has one.

Video Broadcasting principals: John Masterson, managing partner in ABC "Breakfast in Hollywood," general manager; Charles Wesley Turner, former RCA West Coast representative, technical director; Charles Brown, KFI Los Angeles, program manager; John Nelson, m.c. of ABC "Bride and Groom," and John Reddy, manager of that program, and Ivan Ditmars, radio musical director, slated for production posts; Howard E. Moser, Los Angeles agency man, would head sales; his father, J. G. Moser, attorney, counsel; and Dr. H. M. Holden, Los Angeles surgeon, and L. C. Bacon and W. F. Laughlin, auto distributors.

EXPEDITION TO PARIS

NORTH AMERICAN Service of French Broadcasting System (Radio Difusion Francaise) said Friday six U.S. broadcasters invited to "further the interchange of public service and educational radio programs between the two countries." Special flight of Air France planes to fly delegation to France March 20, returning March 29. Broadcasters taking journey are Robert D. Swezey, vice president and general manager, MBS; William Brooks, vice president, NBC; William H. Fineschriber Jr., national program director, CBS; an executive of ABC; John S. Hayes, vice president and general manager, WINX Washington, and A. D. Willard Jr., NAB executive vice president.

BILL protecting broadcasters from liability for libelous remarks beyond their control signed by Gov. William M. Tuck of Virginia. New law contains basic provisions of NAB's proposed standard libel legislation.

NORC FINDINGS READY

SECOND NORC report showing public feelings about broadcasting to be unveiled by NAB at March 8 press luncheon in New York. NAB President Justin Miller has written stations telling them report will soon be available. NAB has prepared memorandum and speech on findings, suggesting station officials arrange talks at luncheon clubs and similar affairs. NAB is printing booklet covering findings, understood to show strong public approval of American broadcasting and continued resistance to license fee and other forms of public financing.

BMB NAMES TABULATING FIRM

BMB BOARD Friday named Statistical Tabulating Co. to handle all BMB tabulations—interim job, 1949 nationwide survey, special studies—on long-term basis; authorized station audience measurements to territories; authorized television committee to study audience measurements, and sales committee to study reasons for non-subscribing; reviewed test ballots including FM; approved set ownership report of research committee; reelected all officers.

TV PETITIONS DROPPED

EMPIRE COIL Co. television applications for Pittsburgh and Boston dropped Friday with FCC consent. Buffalo request dismissed earlier by Commission and Waterbury, Conn., withdrawal still pends. Firm wishes to devote full-time to WXEL(TV) Cleveland. New Britain Broadcasting Co., owner WKNB and WKNB-FM New Britain, Conn., granted dismissal of video application to give fuller attention to new FM outlet.

FM PERMITS DROPPED

TWO Class A, two Class B FM permits deleted by FCC Friday at applicants' requests.

Kennett Broadcasting Corp., licensee KBOA Kennett, Mo., granted conditional grant for Class B instead of Class A station with Channel 255 (98.9 mc) added to city. FM deletions: KYJC-FM, Medford Printing Co., Medford, Ore., drops Class A to devote time to new AM outlet; WLOL-FM, Independent Merchants Broadcasting Co., Minneapolis, drops Class B to invest in television instead; WPBN, Parker Bros. Inc., Ahoskie, N. C. (pop. 2,313), drops Class B; WBIL, Southeastern Massachusetts Broadcasting Corp., New Bedford, Mass., drops Class A because of AM application uncertainty.

NAB PASSES 2,000

MEMBERSHIP of NAB passed 2,000-mark on eve of board meeting starting Tuesday at The Homestead, Hot Springs, Va. Association's roll now includes 1,266 AM members, 638 FM, 3 television and 106 associates, or total of 2,013. Membership has increased from 1,471 in November despite revised dues schedule which raises rates paid by many stations. In November there were 1,227 AM members, 119 FM, 3 television and 122 associates. Main increase has been in FM affiliates of AM members, due to new By-Laws requirement.

MISSISSIPPI BILL PENALIZES BROADCASTERS FOR INSULTS

INDIGNANT Southern legislator has take initial step to make Northern commentators broadcasters who utter derogatory remar about Mississippi or its citizens liable for ci suit under Mississippi laws.

Bill, introduced by State Senator Houst Evans of Gulfport, would strengthen sta radio libel and slander laws to permit sta residents to sue broadcasters airing statement "commonly accepted as insulting" to Missi sippi or its citizens. Mississippi Secretary State would be non-resident defendant's re dent agent and would, on other hand, also charged with responsibility of defendant's a pearance in Mississippi courts, according author. When it was pointed out that Norther states might retaliate by allowing radio co mentators the reciprocal privilege of suing Mississippian in their Northern courts, Se ator Evans replied, "I think they can alrea do that."

DuPONT AWARDS MARCH 9

ALFRED I. duPONT Awards for 1947 ($1,0 awards and placques to outstanding commen tator, and most distinguished public servi by large station and by intermediate or sma station) will be announced March 9 in natio wide broadcast over ABC and added statio 9:30-10 p.m. from St. Regis Hotel, New Yor Arrangements in charge of Mrs. Alfred duPont, donor of memorial award to her la husband, William H. Goodman, secretary foundation, and M. H. Aylesworth, first pre dent of NBC and foundation advisor to Mr duPont.

Gov. Rivers Asks WHLS Case Hearing

CHARGING political-law interpretations in FCC's proposed decision in WHLS Port Huron case would prejudice its own renewal bid, former Georgia Gov. E. D. Rivers' WGOV Valdosta joined NAB in asking public hearing on controversial political broadcast question.

Petition, filed with FCC independently of NAB's (see earlier story page 13), noted WGOV's renewal is being held up pending disposition of complaint arising out of Valdosta city election campaign under circumstances similar in some respects to those in Port Huron case [BROADCASTING, Feb. 2].

WGOV offered several possible alternative suggestions in addition to request that political broadcast question be treated in public hearing: that FCC get Attorney General's opinion on "the right of a . . . licensee to require the elimination of defamatory or slanderous words from political broadcasts without violation of the [Communications Act] proscription against censorship"; that WGOV representatives be allowed to participate in WHLS oral argument; that WHLS be granted renewal without attempt by FCC to interpret law on political broadcasts.

WGOV is on temporary license to June 1 following complaint filed with FCC by Bruce Edwards, candidate for mayor. Station said Mr. Edwards sought broadcast time nine weeks before election but was turned down because script "contained denunciations of the incumbent mayor, the uncle of Bruce Edwards, in which personal and family matters were mentioned, and abusive expressions incorporated which, in the opinion of the manager, were libelous and would subject the station to a suit for damages."

Closed Circuit

(Continued from page 4)

documented histories of successful experien by major companies.

PACKARD MOTOR CAR Co., Detroit, throu Young & Rubicam, New York, considering s campaign early this summer.

CAPITOL RECORDS readying test ca against Petrillo similar to that filed by Sta ard Radio (story page 16) but covering re ords as well as transcriptions. Stan Kent believed one of principals in injunction pr ceedings but firm executives decline comme

MARY PICKFORD and Buddy Rogers eyei four possible stations in Los Angeles area wi view to purchase. Understood eventual pla extend to television.

TUCKER Corp. (autos), Chicago, throu Roy S. Durstine, New York, looking for ne work news show.

Crosley Broadcasting Corporation announces

CINCINNATI'S FIRST COMMERCIAL TELEVISION SERVICE WLWT

WLWT, Crosley Broadcasting Corporation's television service for Cincinnati, began commercial operation on February 9 and on February 15 a special T-Day celebration was observed throughout the Queen City.

Television is not new to Crosley or Cincinnati. We established one of the first television stations in the United States in April, 1939, under the call letters W8XCT. Experimental television broadcasting has been conducted continuously since that date, interrupted only by the war.

Now, after years of experimentation—training personnel, developing programming and technical techniques—we are ready to provide Greater Cincinnati with the finest television service possible under an expanded, commercial operation.

The newest, most modern television transmission equipment available will, within a few weeks, be sending the sight-and-sound of WLWT. This new transmitter plant will deliver one of the strongest effective radiated television signals in the world, assuring an even finer, more dependable service.

The Crosley Broadcasting Corporation is proud to have established the first television service in Ohio and Cincinnati. We believe television inevitably will become the world's greatest medium for mass communication. And not only can it be expected to provide the greatest and most effective advertising medium yet conceived, it must also contribute immeasurably to the broad fields of entertainment, education and religion within the home.

WLWT Rate Card No. 1, and we believe television's most unusual rate card, is now available upon request.

WLWT *Crosley Broadcasting Corporation*

TELEVISION SERVICE OF THE NATION'S STATION